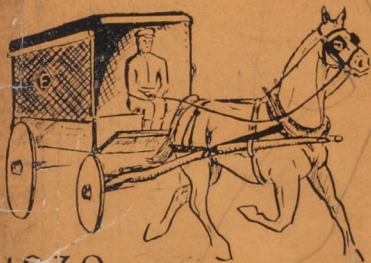
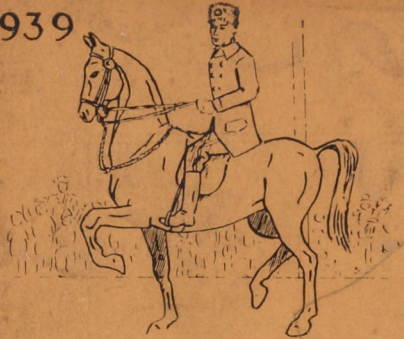


1939

1940



1930



1925



1942



So Long "Peacock"!

Happy days, old-timer . . . as you rest in the shade of some well-appointed pasture nibbling the luscious grasses!

1948



CONTACTS

JUNE 1948

Why a New Children's Hospital?

A visit to the present Children's Hospital will answer that question. Because every inch of space has to be used, patients are placed in parts of the building never intended for such purposes—basement rooms, sitting rooms, and even what was the nurses' dormitory. Facilities in these parts of the building are non-existent.

You'll regret the many extra wearisome steps to obtain water.

You'll be shocked at the number and variety of ailments that afflict the young patients. But you'll be heartened by the accomplishments of the hospital staff. You'll see how those attacked by the dread "polio" obtain immediate relief—how pain is eliminated without operation—and how treatment proceeds without the use of splints or braces.

You'll see how children with crossed eyes have them straightened in the now famous Squint Clinic. You'll see children with heart disease, with diabetes, rheumatism—practically every disease you ever heard of, and many you never knew existed.

The hospital hasn't the facilities for the proper segregation of patients according to ailment, age, stage of recovery, and time spent in the hospital. It will worry you that children who should be in the hospital for observation are often denied admission for fear of contact with infectious diseases. It could happen to your child.



Eatonians Will Do Their Part!

Here at Eaton's the Children's Hospital Building Fund Campaign is forging ahead.

This great crusade was briefed to Eatonians at a meeting of some 300 captains and canvassers held in the assembly hall on Friday morning, May 14th, when Dr. Wallace Grant, superintendent of the hospital addressed the gathering.

Introduced by Mr. R. M. Pinfold, assistant general manager, Dr. Grant told a poignant story of what the children's hospital means to our community; of desparately ill little babies whose lives were being saved despite the handicaps of pitiful overcrowding and inadequate facilities.

Eaton's To Supply X-Ray Equipment For New Children's Hospital

At the conclusion of Dr. Grant's eloquent appeal, Mr. Pinfold announced that the most modern X-ray equipment available will be a reality for the new Children's Hospital as a result of the contribution of \$40,000 for this purpose by The T. Eaton Co., Limited, to the building fund campaign.

The Company's contribution also provides for the building of a functionally designed X-ray room, a most vital part of the proposed new hospital.

**With Such a Grand Start To Our Campaign, Let Us All
Give Generously To This All-Important Cause**

Support the **Children's Hospital**
\$1,500,000 Building Fund!



"There's plenty more where these came from."

The hosts and hostesses facing you are representatives from one of the finest retail selling staffs in Canada.

"Elementary, My Dear Watson!"

Why is the visitor industry of such great importance to every living Canadian? Because it's big business! How big? Two hundred and thirty-eight million dollars' worth is the Dominion Bureau of Statistics' estimate for 1947! That kind of money goes a long way toward continued prosperity and a high level of employment. And that makes the visitor industry **everybody's business!**

"ELEMENTARY, MY DEAR WATSON!"

But it's not just a business of people interested in making money. It's part of building a nation—of building a happier as well as a more prosperous Canada. That's why:

THIS YEAR YOU, TOO, ARE A HOST OR HOSTESS

This fact was emphasized by Staff Superintendent W. G. B. Dailey at a spirited meeting to launch the Company's programme for the visitors' (or tourists') season of 1948. Held in the assembly hall Monday morning, May 17th, the meeting was attended by representatives from practically all departments. To these am-

bassadors falls the duty of carrying the message and explaining the new programme to their associates.

Have You the Right Information?

Our good neighbours from the south will soon be with us again, bringing their solid friendship and breezy informality that is a tonic to the heart and mind! Are you ready with the right information about Eaton's and Winnipeg? They'll want to know about the origin, composition and interesting features of the goods you sell. Can you tell them? Can you act the part of host or hostess as if the visitor were a guest of yours? Do you know how to say "Thank you, come again!" and mean it?

Merit Standing

Among the new features this year will be the recording of salespeople doing an outstanding job of service to visitors. Also the new "Welcome, Visitors!" cards for recording the visitor's sale at your department and for his introduction to a salesperson in another department.

Standard Questions Visitors Ask—Are You Ready With the Answers?

Question—Where is the ——— department?

Always be sure. If you are not, ask your section head.

Question—Where are the hotels situated?

Learn where the big hotels are and how they can be reached from the store.

Question—Where are the good restaurants?

Question—Where is the entertainment in the city?

Possibly you can tell them what is playing at downtown theatres. Refer them to newspapers.

Question—Do you accept American money?

Of course. Any unusual questions regarding cheques or funds may be referred to the head cashier's office. (Be sure information is accurate.)

Question—Where are the good vacation resorts?

Question—If a visitor asks about Kenora, Minaki, etc., can you give him information?

Question—Where can I park my car?

Tell them about the customers' parking lot.

Question—How much merchandise can American tourists take back duty free?

Each returning resident of the United States, including minor children, is entitled to take in, free of duty, articles up to \$100 value which are acquired abroad for personal use or household use or as souvenirs or curios which were acquired as incidental to the trip, provided they have been out of the United States 48 hours, and have not claimed similar exemptions within previous 30-day period.

Question—Can a number of parcels be checked anywhere in the store?

Yes, at the check room, main floor.



Top picture—C.N.R. employees await Mayor and Mrs. Coulter's happy homecoming from a gallery in the station rotunda.

Second picture—"Hail the bridegroom, hail the bride!"



"Howdy, folks! This is Golden Boy—I'm the horse nearest to you in the picture, and beside me is my team-mate, Crandall Boy. We're Eaton horses and proud to be drawing the carriage that bears Mayor Garnet Coulter and his charming bride! We'll never forget the ringing cheers that greeted their homecoming on May 4th! Thousands of citizens gathered at the depot to give them a typical western welcome and they immediately took Winnipeg's first lady to their hearts!

"Proudly holding the ribbons as coachman is our stable boss, Jack Blake. Beside him, in the role of footman, is driver Ed. Anderson. Yes, sir! It was a very happy occasion for Winnipeg and a great honour for Crandall Boy and myself. In closing, we would like to add our blessing to His Worship and Mrs. Coulter.

"Signed,

"Golden Boy,

"Crandall Boy."



Third picture—Golden Boy and Crandall Boy with Coachman Jack Blake and Footman Ed. Anderson.

Fourth picture—Seated in their carriage, Mayor Coulter and his lovely bride are flanked by "Winnipeg's finest" as the parade begins.

Lower picture—Not to be outdone, Winnipeg's fire brigade orchestra serenade the happy couple on the Fort Garry steps.



George Murray Heads Assistants Association

Annual Meeting Hears Stirring Address by Roger Harding

George U. Murray, first assistant (women's coats and suits, mail order), was elected president of the Eaton Assistants Association at their annual meeting held April 29th, in the grill room. A veteran of World War II, Mr. Murray served overseas with the Lake Superior Regiment, rose to the rank of major and was awarded the Croix de Guerre (Francais). Mr. W. J. McKerchar (drugs) was elected vice-president and Mr. Ron. Parker (expense office) secretary.

Guest speaker of the evening was Mr. Roger Harding (supervisor of laces, neckwear, handkerchiefs) who recently returned from overseas markets.

Introduced by retiring President Harry Craik, Mr. Harding gave a clear-cut analysis of the industrial situation in post-war Britain. He spoke of the effect of labour problems on supply, the difficulties of production due to the need of new equipment. He told of post war fatigue, taxation and other problems.

The speaker's address was not only packed with factual information on exports, but also showed a keen insight into the social and economic problems of his native England.

"The Englishman's home is his castle" was no longer true. The hospitality he loved to extend was no longer possible. But the cup of tea is still an English institution—though tea is 3d and coffee 9d per cup, a small breakfast costs 90 cents, dinner, \$1.20—cars of ordinary make were \$3400.00, better ones \$4800.00.

Regulations allowed one a six-inch depth of water only, when taking a bath. When one woman had run eight inches of water for her bath there came a hammering on the door and a bawling out. How was it discovered? Because the water pipes of English plumbing are still erected on the outside of the houses.

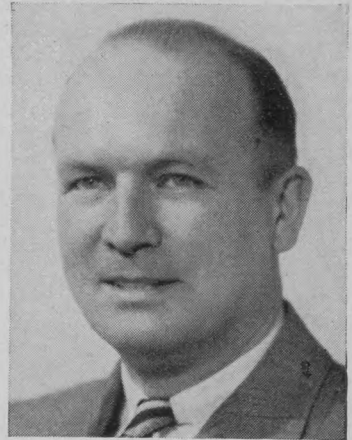
He also told of the hardship of rationing in clothing. In order to send a son to school, a father and mother had to go without coupons for three years!

Concluding a stirring address, Mr. Harding spoke of the great need for food parcels to Britain.

EATON ASSISTANTS ASSOCIATION

Executive Committee, 1948-49

President—Mr. G. U. Murray (department 44).
Vice-President—Mr. W. J. McKerchar (212).
Secretary—Mr. R. D. Parker (100E).
Past President—Mr. R. H. Craik (100S).



Roger Harding

COMMITTEE

One-Year Term—Mr. R. Hutton (61), Mr. D. S. Marshall (22), Mr. M. E. Freeman (214), Mr. G. Carpenter (146), Mr. H. Graham (118).

Two-Year Term—Mr. G. N. Horton (252), Mr. J. Newton (155), Mr. G. S. Houston (167).

Refreshments—Mr. G. Fox (300).

Entertainment—Mr. H. Greenwood (175), Mr. H. Price (22).

City Publicity—Mr. W. E. C. Hurlburt (136).

Mail Order Publicity—Mr. I. Thompson (mail order operating).

RECENT APPOINTMENTS

Winnipeg

Department W15—Silverware, clocks, jewelry, cutlery, thermos bottles.

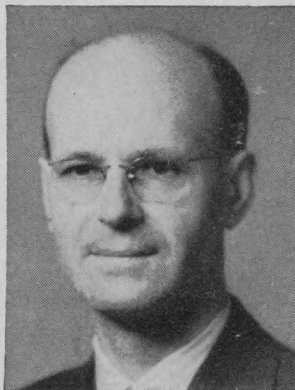
Department W17—Handbags, leather goods:
MR. J. DONNETT, assistant.

Calgary

Department C300—Lunch counter:
MISS M. McCALLUM, assistant.



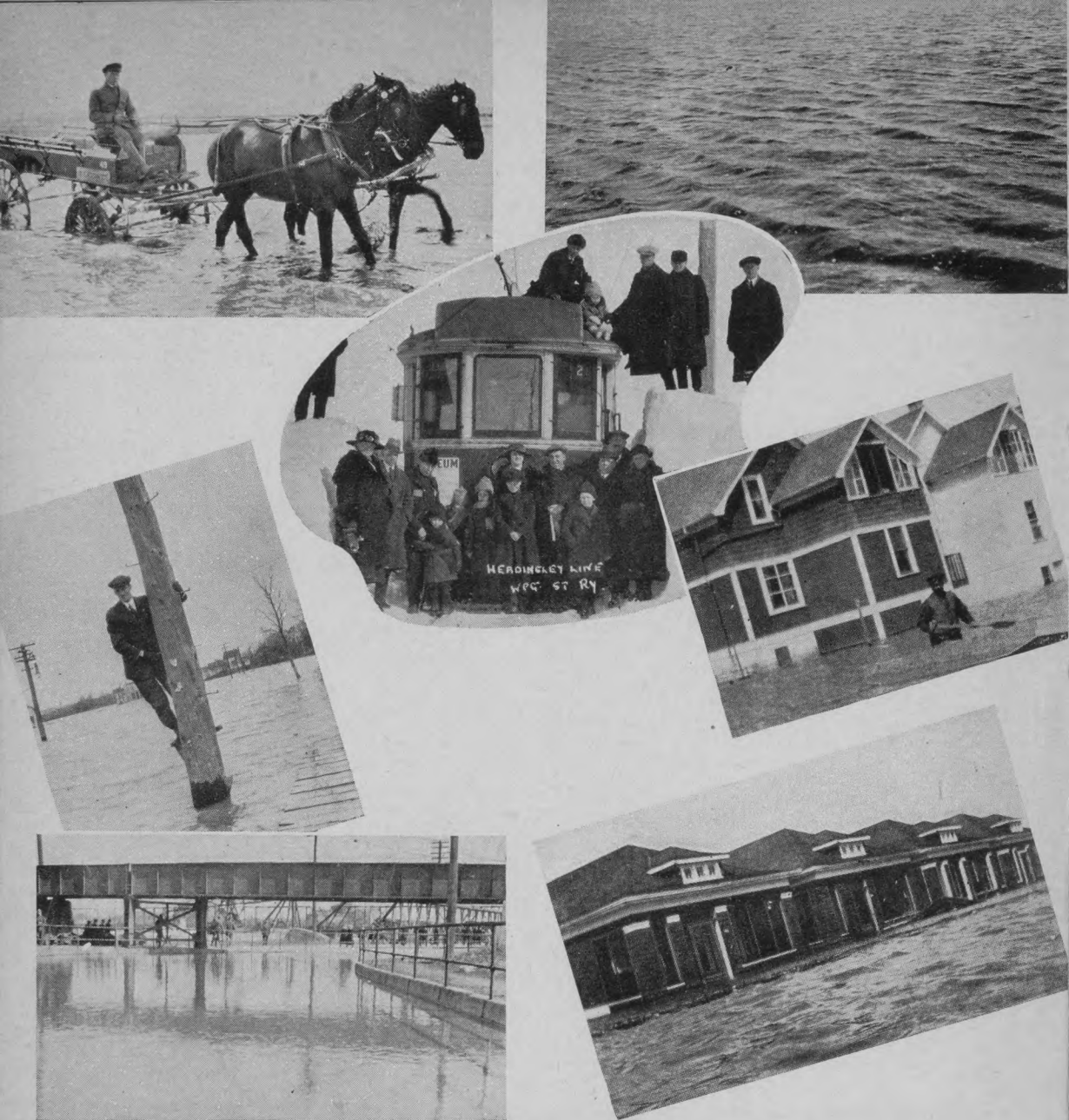
G. U. Murray
President



W. J. McKerchar
Vice-President



Ron. D. Parker
Secretary



SPEAKING OF FLOODS . . .

Here are a few scenes from the floods of today and yesteryear

It's "all water under the bridge now" . . . and apart from their contributions to the Flood Relief Fund, the complete story of the assistance given to flood victims by Eatonians, acting individually or on behalf of the Company, will never be known.

Top Row—Two scenes from the daddy of them all in recent years—the 1916 flood. Left—Eaton's delivering as usual in Norwood. Right—No, these broad waters are not Lake Winnipeg, but a flooded area in Weston! Centre—Snow mountain at Headingly. A few weeks before the memorable flood of 1922 we had this fall of the "beautiful."

Second Row, Left—1916 again. That agile youth climbing the pole in Norwood is Mr. Harry Maltby, now manager of Eaton's, Regina. Right—Another Norwood scene in 1916, with driver Bristow making deliveries by punt.

Lower Row—Two more 1916 views. Left—How aptly named! . . . Water Street in downtown Winnipeg. Right—There's a suggestion of Venice about this Norwood street.



Much could be told, however, of the helpful things done by Eaton men of all ranks. Men who manned pumps, filled sandbags, helped remove furniture; of boats and blankets rushed to inundated areas, deliveries as usual by drivers in hip waders, and many more splendid efforts. Their deeds, like those of countless others, demonstrated the great heart of a people facing a common foe!

Air Views of the Onrushing Waters Were Taken From the Plane of Mr. G. M. Eaton

Top Row, Left—Emerson, where it was a case of "water, water everywhere, nor any drop to drink." Right—Elm Park district, Winnipeg.

Second Row, Left—North Kildonan. "River, stay away from my door." Deliveries were made here by out-board motor. Right—St. Jean, Man.

Lower Row, Left—Letellier, Man. Right—After a spell of sandbagging, Mr. Eaton drives his jeep through the water to assist flooded-out residents.

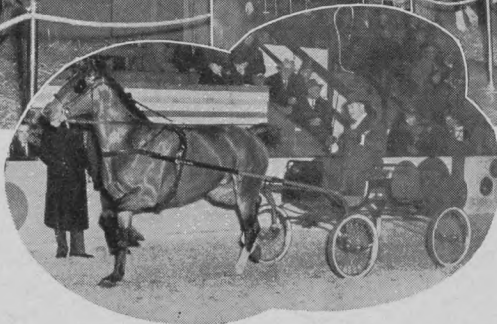
* * * *

Flood Causes Cameraman's Nightmare!

Several Manitoba photographers experienced, as a result of the flood situation, a cameraman's nightmare. Forced to travel nearly 900 miles on a roundabout route through the flooded Emerson district, they could take no pictures because cameras had been left at home.

Among them was our Mr. Bill Gould, head of Eaton's photographic department, who had been attending the International Photographers' Convention at Fargo, N.D., during April 19-21, where he spoke on "Photographic Cavalcade." His party travelled 1,140 miles from Fargo to Winnipeg—a nominal distance of 270 miles.

"When we reached the border," said Mr. Gould, "we were turned back at Noyes because the Emerson road was impassable." Returning to Noyes, the party planned new tactics but an additional worry was the diminishing pool of U.S. funds. Starting for International Falls, the photographers travelled 450 miles, and then north to Kenora. Experiencing difficulties through odd flooded areas, they reached Fort Frances, where they stayed overnight, before resuming their journey to Winnipeg.



Top Left—"Must be near sugar time" . . . Like children waiting for lollipops, King and Lucky, in best bib and tucker, eagerly await the crowds that soon will visit them.

Top Right—In their handsomely appointed quarters are 12 horses from the Eaton delivery fleet.

Inset—"Madame Charm," driven by our superintendent, Mr. W. B. Pickard, drew rounds of applause from horse lovers crowding the grand stand.

Four-Footed Eatonians at Brandon Winter Exhibition

Most everyone loves horses, especially children, and one of the greatest delights for the hundreds of boys and girls attending the Brandon Winter Exhibition was the sleek, prancing beauties from the Eaton delivery fleet. The children particularly loved the teams as they trotted past the grand stand drawing the gleaming red, white and blue wagons so familiar to Winnipeg youngsters.

Our four-footed Eatonians appeared twice daily in exhibition drives, both with wagons and drawing those rakish looking driving buggies. Back in their stables they were again the "spoiled darlings" of fair visitors. As can be seen in the pictures, they "received" in handsomely appointed quarters, the panelling and decorating of which were the work of our display men.

Among their distinguished guests were Mr. and Mrs. G. M. Eaton, also members of parliament, mayors and other dignitaries. Many letters have since been received by the Company commending its action in sending our horses to fairs in the province thereby adding much to the interest and success of these efforts. Among these letters was a particularly warm tribute from the Hon. John Bracken.

May 30th to June 5th Will Be . . .

"SAFETY WEEK"

This provincial-wide campaign for safety in all its branches, again offers car owners the advantages of "Safety Lane" where their cars will be checked for safe operation. Another feature this year is the voluntary check for drivers to test their efficiency and reaction to emergency.

Police traffic officers will again be on the lookout to reward that safety "angel," the driver who always gives the proper signal of his intended movements, gives it clearly and in sufficient time.

As Contacts goes to press, plans are underway for the annual dinner and presentation of awards following the Eaton Safe-Driving and Road Courtesy Campaign. The dinner celebrates a year's achievement in the interest of safety that reflects great credit upon our drivers.

The feature of this evening will be the presentation of \$2,400 in cash awards to Eaton drivers as a reward for accident-free driving and courtesy on the road. (More about this in our July issue.)

May all of us remember the 1948 slogan for safety week:

"All For SAFETY For All"

SO LONG "PEACOCK"!

(Contacts' Front Cover)

With the retirement of Peacock, green pastures and long, lazy days in the sun await an Eaton old-timer that is not "just another horse," but part and parcel of the history of our Company and something of an institution in the community.

At 23 years of age, Peacock's span is well over that of man's three-score and ten. Well done, old faithful! May the grass always be lush and your visitors never forget the sugar!—Ed.



Following Is a Tribute to Peacock By Our Delivery Manager, Mr. Clayton Tucker

"PEACOCK" RETIRES!

In early 1939 the delivery department was completely mechanized, and one of the last horses to leave the Company's service was Peacock, a horse bred and raised in the Eaton stables.

Little did we think the day was soon to come when we would bring him back, but this we did in the dark and anxious days of World War II. When it became evident that oil might eventually be one of the deciding factors in the gigantic struggle, the call went out for a conservation of gasoline. The Company immediately set to work to do all in its power to assist this all-important programme, sent out the call for a partial return to horse-drawn vehicles, and in a short time, had replaced 25 trucks with horses. Peacock was the first to return, and in July, 1942, he formed the nucleus of our present horse section.

Peacock has been a good "employee" of the Company, and moreover, a proud and happy one. Much to Peacock's obvious disgust, the stable foreman has been making things easy for him in his advancing years, frequently giving him a day off to quietly rest, and perhaps meditate, in his stall, while the other horses were out doing the job. That was a strange procedure for Peacock, and he spared no pains to let you know he did not like being left in.

During his day he has endeared himself to the customers he served, and has become almost an institution to the kiddies, especially around the Mulvey, Warsaw and Jessie district where he has travelled with Driver Alf Goodall, since he came back to us.

A horse with a nice disposition, and an appetite which was capable of performing strange gastronomic feats. Sugar and sweet stuffs generally are recognized as the acme of luxury to a horse, and Peacock was a pastmaster at consumption of those commodities. His tastes, however, were most varied, and the odd plug of tobacco or an occasional cigar to chew, were very acceptable to him, and things he really relished.

There were days of which, we are sure, Peacock was mighty proud and he showed it in his every movement. The Santa Claus Parade, for instance, when, with a good-sized policeman on his back, he led the great procession, gay in his semi-military trappings. At the stable shows, which have become a feature of this section of the delivery, Peacock always came out to receive the plaudits of admiring visitors, and as he made the complete circuit of the track, the stops were many where his friends were waiting to pay "sweet" tribute.

Peacock is now 23 years old, almost a "quarter-century member" of the staff, and the Company has decided that he shall be retired. Not to work at any other place, but to spend his days nibbling the luscious grasses in some well-appointed pasture, not too far from his present habitation, but where the "boys" can visit him occasionally, and attend to his needs, and where he will often see the familiar, red, white and blue vehicles which have been so closely associated with him all his life.

So long, Peacock, happy days, and we'll be seeing you!

CANOE "TIPS"

The floods depicted on pages 4 and 5 show water as a bad master. It can also be a bad master of the tyro with little experience in paddling his own canoe. With thanks to "Chinook Winds" we quote these timely don'ts that may save a life:

1. Don't go in a canoe if you cannot swim.
2. Never take a non-swimmer in a canoe with you.
3. Don't stand up in a canoe.
4. Don't take a canoe out in rough water.
5. Don't overload a canoe.
6. Always stay in the centre of a canoe and keep weight low.
7. Learn to handle a canoe before taking it out alone.
8. If canoe tips, hang on to it. Don't swim for shore.
9. Be sure to put paddle in canoe before getting in.
10. Don't move around in a canoe, and be sure to step in the centre when getting in.

The Junior Council Presents . . .



Hugh Nicol Tops Ad. Class

Three Eaton Men Win Awards in Short Course in Practical Advertising

"To rent from the first day of next July, shops with flowers over them; fine upper chambers and a house in the Arius Pollio block owned by Gnaeus Marius."

When advertising was first used is lost in antiquity, but the foregoing, translated from the original Latin, is one of many found in the buried city of Pompeii.

From humble beginnings like this, advertising today is recognized as a mighty force in business with yearly appropriations aggregating many millions of dollars!

The short course in practical advertising recently sponsored by the Sales and Advertising Club of Winnipeg, was therefore one of the most important projects undertaken by the club in its history. Held in the CKRC auditorium, the class had 52 entrants.

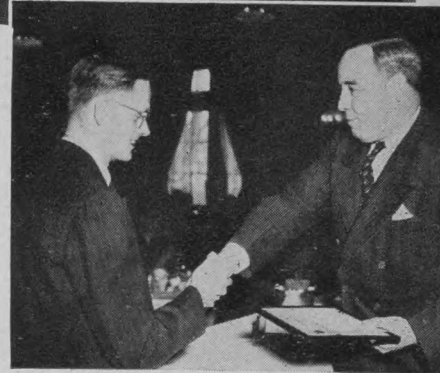
Moray Sinclair was course director. Assisting him were committee members G. Gaetz, W. E. Gray, Murray Turner and Vic Cowie. All fundamentals of practical advertising were covered including media, agency operation, market analysis, copywriting, production features such as layout, artwork, engraving, printing, papers and inks.

Spot lectures also were given in such plants as Bridgen's, Wiggins (direct mail) and others. Entrants were junior advertising personnel gathered from various types of businesses over the city. Not all wrote papers, but 70% attendance was obligatory before taking the examination.

Prize Winners

The standard of papers submitted was exceptionally high—the lowest mark being 62 and the highest 84!

First prize of \$25.00 and an honorary membership in the Sales and Advertising Club won by Hugh J. Nicol, Eaton's mail order advertising. Second prize, \$15.00—Maurice L. Roper, McConnell-Eastman Limited. Third prize, \$10.00—W. J. Hogg, Eaton's mail order advertising. Fourth prize, \$5.00—J. G. Macdonald, Eaton's mail order advertising. The last three prize winners also received associate memberships in the Sales and Advertising Club. Congratulations, gentlemen!



(Harold White Photos)

Top Picture—Left to right: J. G. Macdonald, H. J. Nicol, N. L. Roper, W. J. Hogg. Seated: Moray Sinclair, director of course, and President Harold Plant, Sales and Ad Club.

Lower Picture—Hugh Nicol, Eaton's, presented first prize by President Harold Plant.

EATON'S JUNIOR COUNCIL PRESENTS . . .

"Clothes For Summer"

Our teen-age Junior Councillors are right up on their toes when it comes to summer styles. On Saturday morning, May 1st, they held a fashion show in the grill room with crowds of young girls eagerly rushing to get choice seats that would give them a perfect view of the pretty new clothes.

Taking part in the show were Patricia Davis, Alison Govan, Doreen Stevenson, Joyce Froom, Betty Major, Tania Babienko, Barbara Vale, Pat Coughlin, June Paulson, Sheila Young, Barbara Henderson, Geraldine McMullen, Ruth Skinner, Joan Halderson, Beverly Tozer, Marie Coghlin, Shelagh Thomas, Betty Ann Brooking, Frances Jobin, Charlotte Wellbrock, Brenda Gauer, Maureen Tyler, Ruth Bauer, Joan Dummett, Shirley Tod, Kathleen Baird, Enid Slack, Shelagh Lawson, Noreen Agnew and Joan Arnold.

Descriptions of Pictures on Facing Page

In the upper right the girls line up for the finale, and Frances Jobin, chosen as next year's Senior Councillor, presents Audrey Heath, commentator, with a lovely bouquet of tulips.

Top row—left to right: Patricia Davis, Convent of the Sacred Heart, wears gold pedal pushers, with a tan shirt. Marie Coghlin, Daniel MacIntyre Collegiate, models a check suit. Noreen Agnew, first year university, chose an aqua fitted coat. Ruth Bauer, Isaac Newton, shows us a pretty briefcoat; and Betty Major, St. James' Collegiate, is all dressed up in a bright green shantung frock.

Centre row—left: June Paulson, Chapman School, likes those smart tan jodhpurs and tan shirt she's wearing. Centre: Audrey Heath, popular commentator of the show, has a smile for the cameraman, too!

Lower row—left to right: Barbara Vale, Norwood Collegiate, has a smart brown shantung sun dress with button-on cape to model. Beverly Tozer, Grade XII, United College, "goes for" the straight line of her blue gabardine suit. Sheila Young, Rupertsland, has a colourful sun-back dress with matching bolero as her choice. At the close of the show Audrey Heath wears a happy smile at the success of the Councillors' undertaking, and poses prettily, holding her bouquet.



Top Row, Left—Head table (left to right), N. W. Gray, Mrs. J. Aker, Percy Cranston, Miss Myra Reid, Mr. W. G. B. Dailley, Mr. S. H. Williams, Mr. A. H. Young, Mrs. S. H. Williams, Mr. W. L. Palk, Mrs. A. Dawson, J. Aker, W. E. C. Hurlburt. Centre—Mr. Williams discusses European cities. Right—A corsage for Mrs. Dawson, pinned on by Kay Loriner.

Lower Row, Left—Percy Cranston thanks staff for helping to make his quarter-century a memorable one. The charming gal with the bewitching hat at the precarious angle is Myra Reid. Right—For sweet smiles, see the fancy goods.

"Arm Chair" Voyage

Mr. S. H. Williams Gives Interesting Travelogue on European Trip

Italy, Switzerland, France, England and the storm-tossed Atlantic were travelled by "arm chair route" when at store closing on May 3rd the fancy goods staff and representatives of kindred departments were guests at dinner in the grill room to see and hear an illustrated travelogue by Mr. S. H. Williams, supervisor of fancy goods and notions, who recently returned from overseas markets.

"We are a team," said Mr. Williams in explaining the object of the gathering. "I want to give you an idea of the time, trouble and expense the Company goes to in bringing merchandise to its customers." Using photographic slides of his journey, the speaker then took the staff on a tour of Italy, Switzerland, France and England.

The majesty of the Alps, quaint mediaeval cities and towns of Italy where certain Eaton

lines are purchased, post-war London and other English markets were flashed on the screen and discussed.

Before the lecture, Mr. Williams paid warm tributes to Mrs. A. Dawson, leaving on her quarter-century holiday, and to Mr. Percy Cranston, head of department, "as a fancy goods man and an Eatonian," who celebrated his quarter-century anniversary on May 1st.

Responding, Mr. Cranston said his quarter-century day was "the happiest day he had spent with the Company."

In his characteristic straight-from-the-shoulder style, Mr. W. G. B. Dailley urged the staff to use the same degree of enthusiasm in showing and selling merchandise as our buyers do when purchasing it. "Carry the message to the customer."

WESTERNERS SALUTE LEO LAYDEN

A warm western salute to Mr. Leo J. Layden, superintendent of The T. Eaton Knitting Co., Limited, at Hamilton, Ont., who will lay down the burden of administration when, on June 4th, he retires after a career of 31 years with the Company.

During a recent tour of the western stores (accompanied by Messrs. E. Warden and W. Skerrett, also of Hamilton), Mr. Layden was honoured wherever he went.

On his return to Winnipeg, the management held an informal reception for Mr. Layden at the Fort Garry hotel. Here he again met old friends and associates, to whom Mr. Layden has endeared himself over the years by his fine personal qualities, and genius for making friends.

Good health, good golf and good fishing!



"Pacific Soundings"

Jottings From Our Vancouver Correspondents, M. McGibney and L. Williams

Welcome Guests From the East

On their trip across Canada, we had the pleasure of welcoming Mr. F. B. Walls and party to our Pacific shores. This is their first visit to the western coast. Mr. F. B. Walls, vice-president and general manager, Montreal store, and Mrs. Walls; Mr. C. H. Boothe, general manager, Hamilton store, and Mrs. Boothe. Mr. H. McNeill, store manager, Calgary store, and Mrs. McNeill joined the party at Calgary for the trip over the mountains. The distinguished guests from the east travelled by private plane piloted by Messrs. Tim Stone, Clarke Ready and Martin Cleworth. While here, the party spent a short time visiting Vancouver Island and then on to Edmonton.

Mr. and Mrs. H. McNeill spent their second honeymoon in Vancouver. Twenty-five years ago they decided that Vancouver was the place for their wedding. We wish them continued happiness and a return on each successive anniversary.

Mr. D. Kinnear has brought his family to the west coast. We welcome Mrs. Kinnear and sons, Wayne and David Jr., to their new home in Vancouver, and wish them many happy days with us.

May 1st brought to Vancouver Eatonians a new step in staff training. This week we were privileged to see two films, sent out from the educational department in Winnipeg, titled "Who Threw the Monkey Wrench" and "Selling Your Personality."

Educational Department Take a Bow! We are grateful to those in charge of these splendid arrangements, especially the educational department in Winnipeg, and trust that we may have more of this educational training, which is under the supervision of our Mrs. Dunn. A 100 per cent attendance of the staff from the mail order and showroom was very much appreciated by the management, and made one realize how keen our employees are to co-operate in making this an efficient branch of the organization.

Highlight of this month is the appointment of Mr. Herb McLellan, who came to the fore with his new position as head of the contract department. We shall miss "Mac" in the Granville Street showroom. We wish him well in his new field.

Mr. N. M. Carter, who supervised the order offices in British Columbia, has been appointed to the contract department, in the capacity of contact man for the interior points of British Columbia. Every success and good contacting!

Spring has come to the Granville Street showrooms. The sales floor and offices have taken on that "new look" this month, and we have been painted and varnished from "top to toe." In that popular shade of sea green with snow-white ceilings, and with our venetian-drawn windows we are indeed proud of our new appearance.

On a tour of the Okanagan Valley order offices, we learn that Miss Davies, in Penticton, is to have a larger office, and Miss Dear, at Kamloops, is getting more space to take care of additional mail order business. Rumour has it that Miss Dear, of Kamloops, and Miss Klausman, of Vernon, are wearing that important ring, third finger. Our best to you and many happy days!

News and Doings Within Our Doors

Spring has brought out the baseball fever and the boys and girls are out on the diamond pegging away with the old soft ball. The girls, by all reports, are going at it with two practices a week and it's whispered that they have excellent coaching.

Bowling—The final play-offs for the Westman trophy took place on Thursday night, May 6th, at the Seymour Alleys. Winners were Auroras—Scott Watt, Richy Holgate, Harvey MacKeay, Joan Marshall, Jean Ewing.

We are losing Sadie Raines (nee Sadie Atkins), formerly of the Winnipeg general office. Sadie has decided to reside in the east, and rumour has it that she is to be married. Happy days, and here's to a wonderful future.

News from the mail order house—Our Miss Maher is wearing that piece of jewellery that is the most important of all. When is the date, Louise? Best to you.

We are sorry to report that Sally Cruse, our head cashier, is away ill. The staff wish you a speedy recovery, Sally.

A fisherman in our midst! Last week Jack Stronach pulled in a 22-pound salmon at Horse-shoe Bay. Quite a thrill, and in the rain, too—but natch, he didn't mind the "dew." Nice work, Jack, and here's to a good angling season.

Deepest sympathy goes to our Mr. Edward Doughty in the death of his father, a long-time resident of North Vancouver.

Visitors From the Prairies

Mr. and Mrs. B. C. Scrivener have been holidaying on the west coast and Vancouver Island. We trust that Mrs. Scrivener will benefit from her rest and that she will enjoy better health. We were pleased to have Mr. Scrivener in to see us and hope that we will see them again shortly.

We also had the pleasure of a visit from Mr. A. C. McFetridge while on one of his many business trips. We trust he enjoyed springtime on the coast.

We welcome a new visitor to our offices, Mr. M. S. Wellband, supervisor, furniture department, Winnipeg store. This was his first trip to see us and we wish him a speedy return.

With the April sunshine came Miss Zella Nott, who is always a grand person to see, no matter where she may chance to roam. It was fun, Zell, having you here. Happy days and may you visit us soon again!

Mr. L. E. Summers, cash office, Winnipeg, looked well in his summer tan which he gleaned from his southern trip. Nice seeing you in Vancouver store; come again.

Mr. J. Moss, sporting goods department, Winnipeg. We trust that he enjoyed the Pacific swell while boating on our waters. What, no spray!

Service—Letter from one of our customers:

"Mr. Walker: Re the Viking record attachment. As you said, there is enough volume to shake the house down but there was a short which Fred, the service man, found right away. I want to commend him as a fine service man, and if any of my friends require anything in that line, he is the man for us. Many thanks for your kind attention and reliable service.—Capt. W. F. Billington."

Good fixing, Fred. Keep up the good work!

P.S.—Hot news from the tape. Word has just come in that two of our girls from the mail order had their diamonds presented this week-end. To Joy and Lucille, congratulations and our very best wishes. Joy is our switchboard operator and, naturally, is one of our important gals. Lucille came to us from Winnipeg sales audit last December.

Mistakes are divided into two classes: those that are inexcusable, and ours.

* * *

When some people "sit all alone with their thoughts," the process might be described as boring from within.



Top Row—Left: Phyl Bennett flashes her delightful smile as Mr. W. G. B. Dailley presents the department's gift of an eiderdown. Right: Mrs. A. D. MacDonell presides over the tea cups.
 Second Row—Left: Staff and welfare, and associated departments, gathered at Mr. A. D. MacDonell's home in honour of Miss Phyl Bennett. Seated at centre in front row is Miss Bennett and her fiancé, Arch Shepherd. Right: Standing behind her desk and looking radiantly happy, as she deserves to be, is bride-elect Phyl Bennett.
 Third Row—Left: Charming bride-to-be Marie Steele is presented with a table lamp by Mr. W. G. B. Dailley on behalf of the department. Right: Mine Host Dailley demonstrates how to pass the orange. (Off the record, the girls had him beaten hands down!)

Lower Row—Left: The camera catches Marie and Don (now Mr. and Mrs. Hutchison) in a duet. Centre: Mrs. W. G. B. Dailley (at right) was a most gracious hostess. At left: Mrs. Harry Greenwood presiding over the tea hour. Right: Slender and lovely Marie Steele is snapped by cameraman standing beside her desk which is all arrayed in bridal splendour! A practical touch, however, supplied by Mr. Dailley, was a scrub-pail brush and housekeeping account book.

Excitement in the Staff and Welfare

(Pictures on Facing Page)

"April showers bring May flowers" is an old saying. There is another—"April showers bring May weddings." You would all have enjoyed a peek in on Friday evening, April 30th, at the home of Mr. A. D. MacDonell. Here you would have found a gathering of all those from the employment, educational, store and mail order hospitals, and the staff superintendent's office with those from the staff and welfare to do honour to a much-loved Eatonian, Miss Phyllis Bennett.

What a delicious buffet supper had been prepared by our gracious hostess, Mrs. MacDonell. It was a jolly party with games and singing along with good music. The pictures give evidence of the good time enjoyed by everybody.

The bride-to-be was presented with a beautiful eiderdown comforter and the very best wishes of all her associates were well expressed by Mr. W. G. B. Dailley.

More Romance in the S. and W.

On Friday evening, May 7th, a motorcade of Eatonians left for the home of Mr. and Mrs. W. G. B. Dailley, Henderson Highway, where a party was held for Marie Steele in honour of her forthcoming marriage to Mr. Donald Hutchison.

It would be difficult to imagine a more charming setting for such a party, nor could one wish for more gracious hospitality than that extended by Mr. and Mrs. Dailley. Following a delightful buffet supper, Harry Greenwood led in a song fest. There were games, too, including that co-ordination tester—"pass the orange."

Miss K. M. Kerr also ran off a quizz contest in which members of the educational office starred, but they assured us it was purely co-incidental. Anyway, it was a lot of fun. The evening closed with the presentation to Marie of a lovely table lamp—a gift from her associates in the staff superintendent's, welfare and kindred offices. Miss Steele responded with a pretty little speech which included the thanks of her tall, handsome fiance.

"Visiting Shoemakers"

During the early colonial days of the seventeenth and eighteenth centuries, shoemaking was a hand industry . . . often shoemakers travelled through the country and were known as "visiting shoemakers." They would arrange to live in the home of a particular family while making shoes for the entire family, taking their board and lodging as part payment for the shoes. The leather was usually supplied by the farmer from hides obtained on his own farm. Many of these visiting shoemakers became proficient in other skills such as sharpening tools, cutting hair, extracting teeth, and in odd varieties of jobs.

As late as 1880 factory-made shoes were sneered at by the well-to-do who had their shoes made-to-measure. Shoe stores were not inviting places to shop—shelving for the shoes and a row of hard benches for the customers were standard equipment. Store hours were often from six in the morning till late in the evening.

What a contrast to the beautifully appointed shoe shops like Eaton's of today, with every modern feature of comfort, convenience and beauty of display!

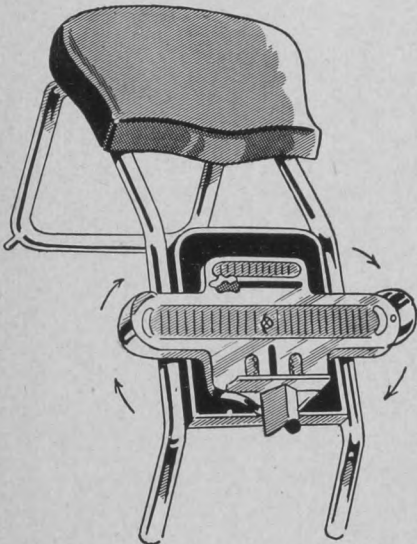
What an advantage for today's customer to find shoes not only in a great many sizes, widths and shapes, but also in hundreds of lasts!

NEW MEASURING DEVICES

And think of today's devices which measure the total length of the foot, the length of shoe required for proper ball-to-heel fitting, the toe-to-heel length, and width of the foot. All of these measurements must be considered in relation to each other. These new measuring devices are more accurate and give a more complete picture of the foot than do the simple size sticks which measure length of the foot only.

Pictured here is one of these measuring devices of most modern type as used by Eaton's.

As a last word in efficiency and convenience, Mr. Graham Travers (men's shoes) has gone a step further and designed a fitting stool combining the measuring device by means of a swivel attachment! Time marches on!



1st Golfer (while opponent is concentrating on his putt): "The traps on this course are very annoying, aren't they?"

2nd Golfer: "They are . . . and I wish you would close yours."

My father used to say: "Never suspect people. It's better to be deceived or mistaken, which is only human, after all, than to be suspicious, which is common."

Stark Young, Feliciana (Scribners)



"And so they were Married.."

Top Row—Left: Alice Jones (cash office) is shown receiving her gift from the department. Alice was married on April 24th to Wesley Bennett. Centre: Bob Ramsay (children's shoes) with his bride, Lillian Nolin (formerly city advertising) are shown cutting the cake, following their wedding on April 17th at St. Boniface Chapel. Right: Bunny Ward (parcellers) has a sunny smile as she receives a corsage and gift from the department. Bunny married Ken Gibbons, on May 1st, at St. Alban's Church.

Lower Row—Left: Joyce Piper (cash office) receives the best wishes of Mr. Howard Keys. Joyce became Mrs. Bob Simpson on April 23rd. Right: Blanche Benson (wages office) has a gaily decorated desk with many individual gifts from her friends. Blanche and Bud Davidson (furniture office) were married April 17th at Young United Church.



Margaret Gillespie Stars in Sales Contest

A cheer for Margaret Gillespie, who succeeded Edith Johnson in the Richard Hudnut "Du Barry" demonstration! Miss Johnson, it will be remembered, was a "top bracket" saleswoman of the Du Barry toiletries for many years. Evidently determined to follow in the pathway of the stars, **Miss Gillespie recently topped all Canada in the Hudnut sales contest!** And it was her first try. Congratulations, Margaret, on your splendid achievement!



Top Row—Left: Muriel Purdie (general office) left the staff to marry J. Leonard McMurtrie. The couple were married on Monday, May 3rd, and will be residing in Trail, B.C., for the summer months. Centre: Mr. and Mrs. O. E. Harvey are shown following the signing of the register. Mrs. Harvey was the former Kaye Gibbons (jewellery). They were married at the home of Mrs. D. M. Fraser, Norwood, and will be residing in Red Lake. Right: Dorothy Stanford (parcellers) became the bride of Paul Tardiff on May 1st at St. Boniface Cathedral.

Lower Row—Left: Nellie Mcrawski, popular elevator operator, became "a fireman's bride" on May 8th. She was married to Elmer Winarz at Holy Ghost Church. Centre: Jessie Hitra (gloves and hosiery order board) has gone down east to be married in the near future. Right: Wilma Benstead (general office) was united in marriage to Art Cole on April 24th at St. James United Church.

IRISH SOCKS WIN DOLLARS IN CANADA

(From Northern Whig and Belfast Post)

Backing the "drive-for-dollars" production of Northern Ireland's linen mills, several of the Province's lesser-known industries are also making a worth-while contribution to the shipments which are going out to hard-currency countries.

A typical example is the Strangford Knitting Company at Newtownards. Practically all the firm's work, Mr. T. Y. Alderdice, a director, told a "Northern Whig" reporter, is earmarked for the export trade. The greater percentage of the output is going to the Canadian market.

Pointing to a row of packing cases bearing the stencilled destination, "Toronto," Mr. Alderdice said they represented part of an order which was for shipment to Eaton's, the big stores which were founded by a County Antrim

man. Eaton's branches at Montreal and Winnipeg also received regular deliveries. The goods—chiefly men's socks—were in keen demand in the stores. He and his fellow-directors, Mr. Alderdice added, first made contact with the Canadian market two years ago. From the time the first order was received, "repeats" had been frequent and there were prospects that the calls for these Ulster-made goods would be even greater.

Although the Newtownards company is comparatively small—shortage of raw materials and operatives have hindered expansion—production for Canada has been of as high a value as £2,000 in a single month. This sum, converted into dollars, is well over the average dollar-earning capacity of Britain's workers today.



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

ALEX MATHIESON

"I first worked in Eaton's bedroom printing plant," Winnipeg-born Alex Mathieson told *Contacts* on April 30th, the day he joined the Quarter-Century Club.

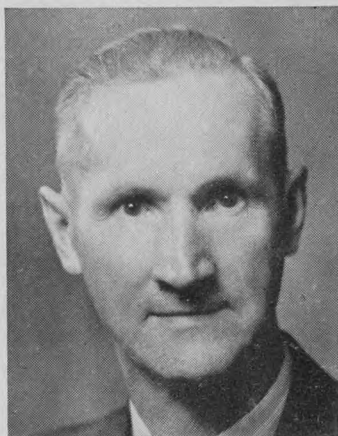
"Now, what could a 'bedroom' printing plant be?" we asked warily.

"That's just printer's lingo," Alex smiled indulgently, "it means a printing plant set up temporarily in a residence. Back in 1916," he went on, "while waiting for mail order building No. 1 to be ready for occupancy, the Company set up a linotype machine and a few cases of type in a house on Donald St. That's

when I first joined Eaton's," he explained.

Leaving the service in 1920, Alex went to British Columbia, but in 1923 he rejoined the Company.

Mr. and Mrs. Mathieson have one son, James A., also a linotype operator at Eaton's, like his dad, and a daughter, Marjorie. "Some punkins" as a curler, Alex proudly tells us he has been three times a member of the team that won the McGee Memorial Trophy—"but it was only because I had a good skip," he adds modestly. "I have worked in many printing plants," Alex volunteered, "but never for a finer Company than Eaton's." We say "aye, aye" to that, Alex. Also congratulations on your anniversary and "many happy returns."



WALTER PAIGE

Br-r-r! goes *Contacts*' telephone. As we lift the receiver a familiar voice asks "That you, Bill? . . . This is Walter at the printing." "Yes, Walter." "We have some copy and a cut down here marked for page 33—now, if we can change the folio to a left-hand page it will look better. . . ." "Okay, Walter, thanks, switch it to page 32. . . ." All of which means that

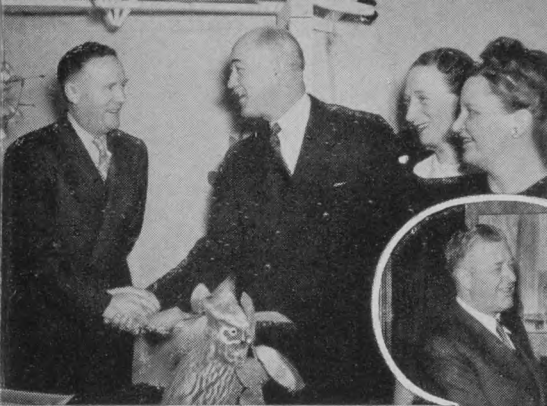


Walter Paige, of the Eaton composing room, devotes much of his skill to setting up *Contacts*.

It was, therefore, doubly pleasurable for us to congratulate Walter on his quarter century of Eaton service which he completed on May 7th.

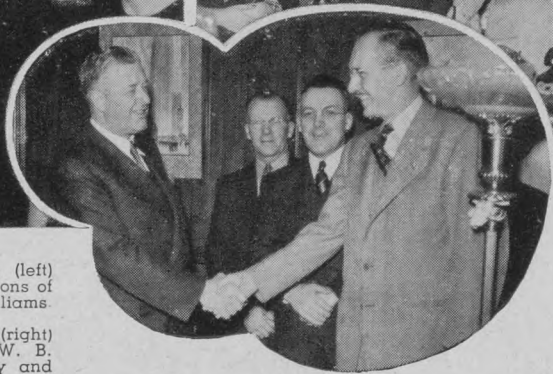
Walter Paige was born in Barnstaple, Devonshire, England, and served his apprenticeship to the printing trade in Bristol, the ancient city from which Cabot sailed in 1497 on the voyage that was to result in the discovery of the mainland of North America.

Another important event happened in Bristol when Walter discovered the girl who later came to Canada to be his bride. Mr. and Mrs. Paige have three children, all married—Cyril, with T.C.A., Roy, at Toronto, and Edna, now Mrs. H. Critchley. Nor do we forget the two grandchildren who naturally are "the most wonderful kids you ever met!" Walter adds: "I particularly enjoyed the visit to Mr. McCordick's office on my quarter-century day and I would like to thank our general manager for his congratulations and the kindly interest he expressed in my work."



Top, left—Mr. Cranston (left) receives the congratulations of his chief, Mr. S. H. Williams.

Centre—Bob Clydesdale (right) is thanked by Mr. W. B. Pickard for his courtesy and efficiency.



Top, right—Service bureau girls look on admiringly as Mr. Clydesdale is congratulated by our superintendent.

PERCY H. CRANSTON

Head of Department, Fancy Goods

Self-described as a "mediocre golfer . . . an ardent fisherman . . . a persistent hunter . . ." (and girls a bachelor!), Percy Cranston (head of department, fancy goods) celebrated his quarter-century anniversary with the Company on May 1st. There was no "maypole" for Percy, but the department honoured him with a presentation of golf clubs and balls. Another thoughtful gesture, particularly with Mother's Day in the offing, was the telegraphing of flowers to his mother who resides at Lucan, Ontario.

One of our younger quarter-centuryites, Percy Hubert Cranston was born at Lucan, Ontario. Coming west he joined the Company with the sporting goods and auto accessories department. As an alert young Eatonian, he was promoted to a higher position with Calgary store where he spent five years. Four years with Lethbridge store followed, after which he returned to the fancy goods, Winnipeg, where he is now head of department.

As supply assistant in the Atlantic Convoy Patrol, Percy served with the navy for two and a half years during World War II.

A keen sportsman and all-round good fellow, to date the personable Percy has, for some unknown reason, eluded the "little fellow with the bow 'n' arrow." With so much glamour in our midst this still remains an unsolved mystery????

ROBERT JOHN CLYDESDALE

First Assistant, Service Bureau

During Their Majesties' memorable visit to Winnipeg, one of the busiest Eatonians imaginable was Mr. R. (Bob) Clydesdale (adjusting bureau) who was called on at all hours to attend to emergency requirements of the royal train. That was in 1939. In 1948—on May 1st, to be exact—one of the busiest Eatonians again was Bob Clydesdale—only this time he was busy shaking hands and receiving congratulations from his many friends and associates on his quarter-century anniversary. (Bob's quarter-century actually came on May 2, but that was a Sunday.)

Born in Belfast, Ireland, Bob started his career as an Eatonian in 1919 in the dress goods department. Leaving the Company for two years, he rejoined in 1923 with the adjusting bureau where he has spent his full 25 years.

On May 1 he was called to the office of our store superintendent, Mr. W. B. Pickard, where he was presented with a torchiere lamp, a gift from his associates. On making the presentation, Mr. Pickard said that everyone looked forward to joining the Quarter-Century Club. Speaking of Bob's courtesy and efficiency in dealing with people's problems, Mr. Pickard hoped that Bob would be with us for many more years to administer that same fine brand of service for the Company.

Our quarter-centuryite has "homework," too. A family of three boys are a handful, even for Bob! But in addition, he also gets in some fine carpentering since cabinet making and wood-working are his special hobbies.

STOCK AUDIT HONORS ALICE JANOSKI

Another stock auditor has joined that starry-eyed "and so they were married" crowd. Alice Janoski was united in marriage to Stanley York on May 29th. Before leaving the department, she was presented with a lovely bedthrow by the staff. Best wishes, Alice and Stan!

Don't be afraid of opposition. Remember, a kite rises against, not with, the wind.

—Hamilton Mabie in "Parade"

* * *

Almost all our faults are more pardonable than the methods we think up to hide them.

—La Rochefoucauld



Lower Left—Anniversary morn.
A glimpse of Mr. Sutherland's office.

Top Row—Left: "Greetings from Port Arthur," says Mr. J. A. Snowden. Centre: Mrs. Sutherland receives a bouquet of roses, presented by Miss Pearl McCartney. Right: The guests of honor, Mr. and Mrs. Bruce Sutherland (that regalia on Bruce's shoulder is a silken ribbon bearing names of those honoring him).

BRUCE SUTHERLAND

Supervisor, Sales Office

Twenty-five years ago a young bank clerk, Bruce Sutherland by name, left the realm of ledgers, cash cages and vaults, to seek a career with The T. Eaton Company.

Bruce joined what was then the financial audit on May 1st. His chief was that distinguished looking gentleman of the military bearing and searching glance, Mr. E. J. Smith.

Shortly after arriving at Eaton's, young Bruce upset a bottle of green ink over a bank statement. History does not record whether or not he got a "bawling out," but this seems to have been his only faux pas, since Bruce Sutherland's progress has been steadily upward.

To mark his anniversary, a dinner was held by the sales office staff and friends from kindred offices, in the grill room after store closing. Mr. Harry Craik, assistant to Mr. Sutherland, presided.

Adding pleasure to the occasion was the presence of Mrs. Sutherland, who was presented with a big bouquet of roses by Miss Pearl McCartney.

The whole affair breezed along with a delightful informality. Bruce led the singing himself, giving out with that rich baritone—while Jack Kerby provided the accompaniment at the Steinway and "Solovox" (the latter by kindness of Mr. A. Wallis).

Speeches were taboo—but there were many tributes to Bruce Sutherland as an Eatonian, a citizen and a good fellow (not forgetting his activity as "Mayor of Matlock").

Chairman Craik thanked his chief for many kindnesses extended to him during the 18 years they had worked together.

Miss Elva Bell read congratulatory telegrams from Mr. Sutherland's associates at various Company branches.

Mr. H. A. Steele, as an old friend and associate, then briefly reviewed highlights in the Sutherland career — "the greatest event in Bruce's life, however," Mr. Steele gallantly concluded, "was the day he proposed to his dear wife, Anne."

He then presented the staff's anniversary gift to Mr. Sutherland—a travel case of that much-coveted rawhide.

A wifely gesture occurred at this point, when, as Bruce was unwrapping his gift, the charming Mrs. Sutherland plucked a rose from her bouquet and placed it in his buttonhole.

Voicing his thanks, Mr. Sutherland did a thorough job. Speaking of the loyalty given him by his staff, he particularly wished to thank Pearl McCartney and Elva Bell, both of whom had been "a tower of strength." He also paid a warm tribute to his assistant, Mr. Craik.

Others who spoke briefly were Mr. A. H. Young, mail order superintendent; Mr. J. A. Snowden, store manager, Port Arthur; Messrs. D. S. McKellar, R. B. T. Whitbread, W. H. Milner, J. L. MacKechnie; Miss Margaret Hutchinson and W. A. McNaught.

Bruce Sutherland was born in the scenic town of Kenora, Ontario. With the exception of two years in the general audit, his entire service has been with the sales office.

His chief hobby (apart from son, Paul) is, of course, singing. However, should you hear the thunder of hoofs accompanied by a baritone voice yodelling a cowboy song, it will likely

(Continued on Page Nineteen)



Wes Alexander receives the congratulations of his chief, Mr. W. Hodgson.



Looks like a load of anniversary "loot" for Jack Course.

WESLEY HARRIS ALEXANDER

Genial Wes Alexander (basement meats) received many hearty handshakes from his fellow workers, and a "lipstick salute" from the gals of the department, when, on April 30th, he celebrated his quarter-century anniversary with the Company.

The staff gathered to honour Wes on this happy occasion, and Mr. W. Hodgson (supervisor) made a presentation of a handsome travelling bag on behalf of his associates. A lovely bouquet of flowers was sent to Mrs. Alexander.

Wesley Harris Alexander was born in Stewartstown, County Tyrone, Ireland, and came to Canada at an early age. In 1923 he joined the staff of the meats where he has spent his entire service. A handy fellow to have around in case of an accident, Wes is a member of the St. John Ambulance Brigade. His special interest on a Sunday afternoon is his Sunday School class at the St. James Gospel Hall.

JACK COURSE

A prairie-born Eatonian, Jack Course (mail order money returns) found his desk laden with gifts on his quarter-century anniversary morn', May 3rd. A sturdy gladstone bag and a smoking stand were gifts from 113 department presented by Foster Johnson, while a set of golf clubs, a gift from departments 122 and 130, brought "oh, boys!!" from golfing enthusiasts!

One unusual gift was a microscope for stamp study, and it particularly delighted Jack as he is an ardent stamp collector.

Jack was born at Maple Creek, Sask., and started his career as an Eatonian in 123 department, where he spent three years. The latter 22 years he has been with 113. Evidently Dan Cupid found his way to this department as Mrs. Course is the former Dora Watson of 113! They have one child, Donna.

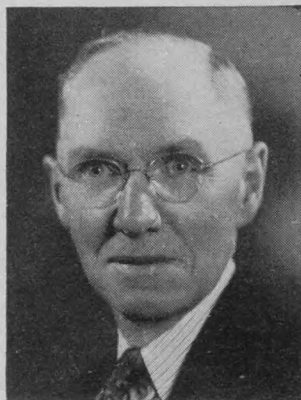
Sportsman Jack enjoys his game of baseball, golf or bowling. Friends throughout the store and mail order join with us in hearty congratulations.

JOHN L. IRWIN (Calgary)

Mr. J. L. Irwin marked 25 years of service with The T. Eaton Company on April 18th. He first joined the Eaton staff way back in 1923 in the auto accessories department in Winnipeg.

When the Calgary store opened in 1929, Mr. Irwin headed west for Calgary to become a staff member of C253, and is now assistant in C256.

Saturday morning, April 17th, members of departments C253 and C256 gathered round Mr. Irwin expressing their sincerest good wishes. Mr. S. A. Sinclair (department manager) made a presentation of a smart McBrine gladstone bag. Assistant managers in the Calgary store also presented Jack with a mantel radio.



BRUCE SUTHERLAND

(Continued from Page Eighteen)

be Bruce Sutherland astride his newly acquired steed.

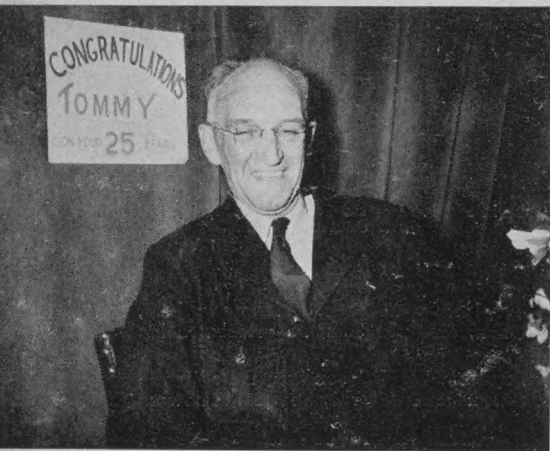
Surprise Party Tops the Big Day

A surprise stag was held in the evening at the home of Mr. and Mrs. Sutherland where some 25 immediate friends within the store gathered to pay further tribute to the new quarter-centuryite.

Mr. R. M. Pinfold, at the Sutherland home, offered his personal congratulations, and made a presentation of a leather duffle bag to Bruce on behalf of the assembled group.

Two other guests of honor were Mr. J. R. Jenkins and Mr. D. Kinnear who, happily, arrived back from Vancouver during the evening and called at the Sutherland home to add their felicitations.

A warm "thank you" goes to Mrs. Sutherland from those present for the use of her charming home and the pleasure of her company during the evening. The lively sing-song and delightful refreshments were accompanied with that special brand of Sutherland hospitality so much appreciated and enjoyed by all.



Thomas Aitken



Herbert Ellis

THOMAS AITKEN

Dense clouds of smoke were curling from the doors and windows while on the steps of the Westgate residence an elderly woman stood wringing her hands and calling for help. Stopping his truck, Eaton driver Tommy Aitken rushed into the house, snatched a large pan of blazing grease from the stove, and threw it into the snow. He then went back into the kitchen and put out the flames. Damages amounting to hundreds of dollars were done to the house and furnishings. The quick action of Tommy Aitken, however, averted a more serious misfortune and won the lasting gratitude of the elderly woman, who wrote a letter to the Company about it, which Contacts was proud to publish.

That was several years ago and the good lady has since passed on, but as Tommy Aitken is now on our quarter-century list, we think this incident is worth repeating.

Born in London, England, of Scottish parents, Tommy was brought up in Edinburgh, served in World War I as a stoker, first class, and later on submarine duty. His experiences include being shipwrecked.

He joined the Eaton delivery department in May, 1923, and for over 15 years has been on the Sherbrook, Maryland, Furby route. This includes the gates—East, West and Middle—where he has won a wide circle of friends for Eaton's and himself.

Today Tommy likes the quiet life, a shady nook and a good book ("I'd sooner read than eat"). Is that correct, Mrs. Aitken? Tommy is particularly proud of the fact that he's never been late nor yet had a day's sickness in his entire quarter-century with Eaton's. (Touch wood, Tommy.) Expects to spend his long holiday at Vancouver. Happy holidaying, Mr. and Mrs. Aitken!

HERBERT ELLIS

Winnipeg-born Bert Ellis (drugs) celebrated his quarter-century anniversary on May 12th—and how he loved it! Friendly conspirators had been at work and Bert's desk was "spruced up" for the occasion with flowers, ribbons and many individual gifts.

Mr. G. P. Blakeman pinned a gorgeous (!) corsage on our new quarter-centuryite and made a presentation of matching end tables, a gift from the staff.

Bert started his career with the Company in the printing plant, later went to the mail order staples and bedding, and finally to the drug department where he has been for the past 19 years.

Mr. Ellis married the former Gladys McColl of the parcelling and grocery order board. They have two children, Janet, 13, and Fred, 11. Wood turning is his favorite hobby and we can well imagine Mrs. Ellis has all the cupboards, towel racks, trays and lamps that her heart desires. "Many happy returns," Bert!

WEDDING MONTHS

June is the month of traditional preference for weddings in the United States and Canada, but a survey of other countries shows it is not universally favored. Agricultural countries have most weddings in the fall, after the harvest is in; and in the United States the preferred months, next to June, are September and October. The hottest months and the coldest months alike are avoided, the least popular months in order named being March, January and August in the United States. Two and one-half times as many marriage licenses are issued in June as in March—although the latter is the longer month!



Cyrus Alexander McLeod



A silver tea service for Mr. and Mrs. Hill

CYRUS ALEXANDER McLEOD

Cy tells us his birthplace was Belfast. No, not in the Emerald Isle, but Belfast, "Spud Island" (Prince Edward Island to you). Coming west he joined Eaton's meat department where he has spent his entire service. On May 10th he celebrated his quarter-century anniversary.

Cy's "big day" started off with a presentation of a handsome gladstone bag, a gift from the meat staff. Mr. M. Morrow, head of department, acted on behalf of Cy's fellow workers, adding their hearty congratulations.

Serving with the 4th Ammunition and Supply Depot in World War I, Cy spent three and a half years overseas. Our Irishman from "little Ireland" is single, girls, so don't let leap year pass him by.

We think Cy has quite a record, for in all his 25 years, he tells us, he has only been away ill five or six days. "It's fun being healthy!" says he.

BRYAN HILL

While Bryan Hill (photographic workroom) hails from the corn state of Iowa, U.S.A., there was no "corn" about Bryan's quarter-century anniversary, which he celebrated on May 14th. It was a very happy day, indeed.

Bryan first started with the Company in 1920, leaving shortly after, he joined a motion picture outfit with whom he shot pictures in eastern and western Canadian locations. But, like many others have done, he returned to the fold—that was in 1923, and he has been with the photographic workroom ever since.

During World War I, Sergeant Hill served with the 42nd Field Artillery. Mrs. Hill was the former Lettice Yates, a valued member of the book department staff two decades ago.

On Bryan's big day the department staged an informal evening at the home of Mr. and Mrs. Vic Weston. Vic's new California-style bungalow stands high and dry on the river bank in Fort Garry and made a lovely setting for the party. After a buffet supper, Mr. J. Gandy, a senior member of the department, presented Mr. and Mrs. Hill with an opulent looking silver tea set—a gift of the photographic staff. It was so lovely that both Bryan's and Mrs. Hill's eyes lighted up happily: "Oh, just what we've always wanted!" Attached to the gift was a long silken ribbon bearing the names of Mr. Hill's fellow workers. Mr. William Gould, head of department, spoke of Bryan not only as a keen photographer, but also a meticulous stockkeeper who has been a real asset to the department over the years.

Messrs. Ernest Rayment and Bill Hurlburt added congratulations and tributes to the guests of honour. Mr. and Mrs. Hill both voiced their thanks for a happy quarter-century anniversary.

THERE'S ONE IN EVERY OFFICE ---



SOME PEOPLE
WASTE THE CALL-
ING PARTY'S TIME
BY PLAYING *HARD
TO GET, ANSWER PROMPTLY, ALL
BUSINESS CALLS ARE IMPORTANT
CALLS, AND CUSTOMERS APPRE-
CIATE THE COURTESY OF A PROMPT,
CHEERFUL REPLY.



ELEVATOR FIESTA

"Choose your partners for a social one-step!" At the crisp command of Maestro Charlie Caney, Duffy's Band struck up "I'm Looking Over a Four-Leaf Clover," and the big elevator shindig was on! The occasion was a party and dance, marking 210 years of Eaton service by six staff members, held in the Civic-Caledonian Club rooms on Wednesday evening, April 28th.

Principal guest of honour was Inspector Jack Cheale, who on this day celebrated his 40th year with the Company. Others were: Sam Taggart, Bob Martin, Ernie Barker and Alf Hamilton, who recently completed 35 years of Eaton service, and Bert Churches, who celebrated his 30th anniversary in February.

Mr. Cheale was accompanied by his son and daughter-in-law, and the wives of the other five were present to share honours with their husbands. Also attending to round out the party was a large number of the elevator staff and friends. Addressing the long-service group, Supervisor Alex Murray congratulated them on their anniversaries, thanked them for their good work over the years, which had been the mainstay of the department, and wished them and their wives continued good health and happiness. He also wished bon voyage to Mr. and Mrs. Bert Churches, who were leaving on a holiday trip to England.



Staff Celebrates Anniversaries of Six Members whose Service with the Company Totals 210 Years

The merry party then resumed dancing. At intervals, however, the swing and sway was interrupted by dynamic M.C. Caney for a spot of community singing—a couple of songs by Miss Sue Davis, who is heard on CJOB, and for Mr. Caney's own priceless impersonation of the "Country Curate."

Another delightful interlude was the buffet supper, served by a group of girl operators looking pretty as spring flowers in their party dresses, and assisted by several stout fellows from the maintenance crew. Dancing again till the bewitching mid-night hour ended this grand evening among old friends and new!

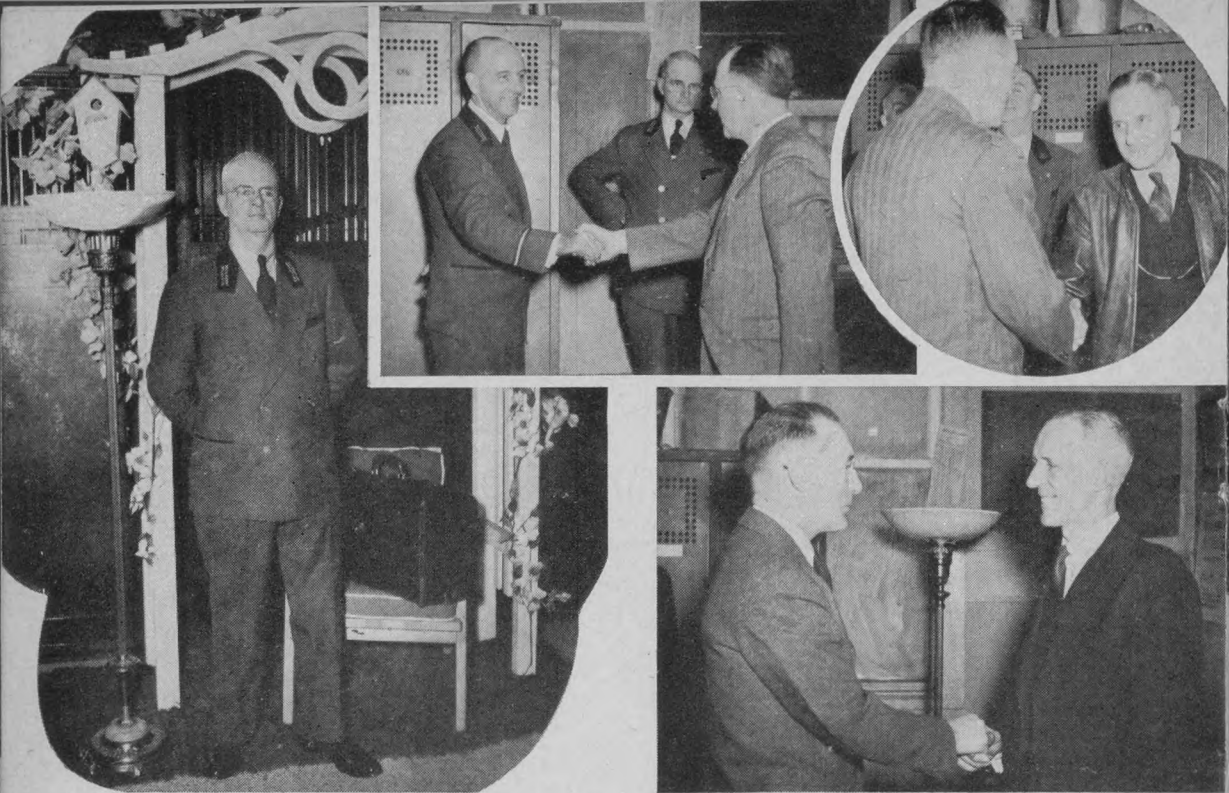
Descriptions of Pictures Above

Top Row—Left: "Among those present." Centre: **The Guests of Honour**—front row, left to right, Mr. and Mrs. Bert Churches, Mr. and Mrs. Bob Martin, "The Boss," Chief Engineer Alex Murray and Mrs. Murray; Mr. Alex Bowman (head of department) and Mrs. Bowman, Mr. and Mrs. Sam Taggart. Standing at back, left to right: Mr. and Mrs. Alf Hamilton, Mr. and Mrs. Ernie Barker, Mrs. Cheale, Jr., with father-in-law Inspector Jack Cheale. Right: Behind every successful party there's a lot of enthusiasm and hard work. Here's the committee (anybody missing?), left to right: Stan Carr, H. C. Baker, Joe Sutherland, Dave Cassie, J. Roberts,

E. Grimes, Phyllis Clibberly, Bob Smullen, Irene Cauldwell, Sam Taggart.

Centre Row, left to right—Maestro Charlie Caney leads the community singing, ably assisted by Duffy's Orchestra. It was a "swell" social evening—wives met wives, while sweethearts whispered "sweet nothings." "Gentlemen right." Social one-step.

Lower Row—Left: Pretty gals galore listening to Charlie Caney's impersonation of the "Country Curate." Centre: Inspector Jack Cheale (at right) celebrating his 40th anniversary with the Company. At left: Mr. and Mrs. Cheale, Jr.. Right: Another group enjoys the sermon by Charlie Caney as the "Country Curate."



At Left—Instead of the business-like elevator gates, Inspector Jack Cheale stands beneath a gaily decked arbour on his 40th anniversary morn.

Top Centre—Thirty-five years of faithful, obliging service—despatcher Sam Taggart (left) receives the congratulations of Mr. Alex Bowman, head of department. Top Right—"Well done, Ernie," says Mr. Alex Murray, supervisor, making a presentation to Ernie Barker (right) on his 35th anniversary.

Lower Right—Bob Martin (right) also receives the thanks of his chief for 35 years of good work.

Inspector J. F. Cheale 40 Years An Eatonian

Author of a "Catechism for Elevator Operators," instructor and kindly counsellor of our elevator staff, on April 28th Inspector Jack Cheale celebrated his 40th anniversary with the Company. Standing beneath a spring-decked arbour on the main floor, Mr. Cheale was presented with a pak-a-way travelling case from the men of 143, 144, 145 and 155 departments; while from the girl operators he received a lovely torchiere lamp. Mr. Alex Murray, supervisor, made the presentations, warmly thanking Mr. Cheale for his long service and excellent work over the years.

Born in Horsham, Sussex, Jack Cheale started with Eaton's, Winnipeg, as an operator, subsequently rising to despatcher and then inspector.

In his earlier years with the Company, all elevators were operated by hydraulic power, the first electrics being installed in 1912. During the succeeding years, with exception of two elevators, all the Company's hydraulics were replaced by electric-powered units.

"I have thoroughly enjoyed my forty years working for the greatest retail institution in the British Empire," Mr. Cheale proudly told Contacts. Paying a gallant compliment to the girl operators, Jack also had words of praise for the men with whom he has served. "They are not only operators," said he, "but maintenance men—the backbone of the elevator department—who are responsible for the cleaning and lubricating of the equipment to ensure smooth

running. I cannot speak too highly of the co-operation they have given me down through the years."

Old Cronies Honour Mr. Cheale

On his "big day," a group of old cronies honoured Inspector Cheale with a luncheon in the grill room during which he was presented with a box of cigars (the kind you can smoke in the house). Those present, in addition to Mr. Cheale, were Messrs. Alex Bowman, Rod Anderton, Ron Knowles, Bob McConkey and Bob O'Brien.

Timely Tip About Employees' Allowance

As all Eatonians know by now, of course, sales checks are needed to qualify for the Employees' Allowance. Here is a timely tip if you are buying a gift to be sent to the recipient's home. Ask the salesperson to give you the sales check after the parcel inspector has checked your purchase.

Thank you!

SAMUEL TAGGART

A kindly, obliging Irishman from picturesque Grey Abbey, County Down, Sam Taggart (elevator despatcher) celebrated his 35th anniversary with Eaton's on April 24th. To show their affection for Sam, his fellow operators presented him with an easy chair in honour of the occasion.

During World War I our hero served in France with the R. C. Army Medical Corps and we can well imagine friendly, conscientious Sam's popularity among his wounded comrades.

Sam's wife is also an Eatonian (and we say is because "once an Eatonian always an Eatonian"). Many will remember her as Jessie Simpson of the wages office. They have two children, Nancie, now Mrs. Kerr, and Bill, who is attending United College.

Sam's hobbies are of the gentler kind like Sam himself—gardening, painting and above all, playing with his grandson, Johnny, an adorable, red-headed three-year-old!

ERNEST BARKER

"Born within the sound of Bow Bells and therefore a Cockney," declares Ernest Hubert Barker who celebrated his 35th anniversary on April 27th, upon which occasion he was presented with a console mirror to hang over his mantelpiece.

Well liked for his friendly, accommodating manner by all who "patronize" his freight elevator, Ernie is also proud of being an Eatonian. In a note to Contacts he adds: "I sincerely appreciate the way The T. Eaton Company has treated me all these years."

A sergeant in the 3rd Field Ambulance during World War I, Ernie served in France and Belgium and holds the 1914-15 star. Mr. and Mrs. Barker have three sons, Richard, John and Ernest. John is a member of our carpenters' staff. All three boys served in World War II. The two eldest were decorated for gallantry—John winning an M.I.D., and Richard the Portuguese War Medal. A record of service to the Empire in two wars, of which any family might well be proud!

ROBERT REA MARTIN

Here's an Eatonian who has had many miles of "ups and downs!" Genial Bob Martin celebrated his 35th anniversary with the elevator staff on April 18th. Born in Belfast, Ireland, Bob came to Canada as a young lad. Joining The T. Eaton Company elevator staff in 1913, he has been a capable and dependable operator ever since.

Bob served as a petty officer on the famous Dover Patrol of the Royal Canadian Navy during World War I.

On his anniversary morn, Bob's fellow Eatonians of the elevator staff honoured him with a presentation of a torchiere lamp. A quiet-mannered Irish gentleman, Bob is married to a former Eatonian, Elsie Bowman (candies). No doubt the long summer evenings ahead will find him in his favourite spot—the garden!

DAVID M. McFADZEAN

"I'll bet Dave could write a book about his travels, both as an Eaton Driver and a soldier," declared Mr. Clayton Tucker, delivery chief, in making a presentation to David M. McFadzean, one of Eaton's friendly drivers who, on May 13th, celebrated his 35th anniversary with the Company.

Responding, Dave said he was "not much of a speech-maker, but he thanked the boys from the bottom of his heart" for his lovely gift of a torchiere lamp. The ribbon attached to the lamp reached to the floor and on it were over 150 names! Serving overseas in World War I Dave was a captain with the Royal Canadian Dragoons.

Mr. and Mrs. McFadzean have two children, Eileen and Allan. Also an Eatonian and with the candy factory, son Allan is a veteran of World War II. An all-round sportsman, Dave is especially fond of curling and shooting.



NORMAN M. TAYLOR

Supervisor, Women's Fur Department

"It was a grand day, and one I will never forget," said Norman M. Taylor, supervisor, women's furs, when on April 24th he celebrated his 35th anniversary. Arriving at work, he found that eager beavers had been playing havoc with his desk. Its top was a miniature pasture with contented cows, horses and chickens busily feeding. A lone putter and an oversized ball represented the golfer. There was also a crib board with a possible "29" hand. As a finishing touch, there were flowers and placards to a "grand boss." During the day a host of friends dropped in and many congratulatory telegrams and letters were also received.

In the evening, members of the fur department—store and mail order—and other friends, held an informal party at the home of Mr. and Mrs. George Gould. Here a presentation was made to "our boss" of a lovely table model Ronson lighter, a double deck of playing cards and a compact travelling crib board.

Expressing his thanks, Mr. Taylor spoke briefly of his association with Eaton's, highlighting the opportunities for advancement, as equally possible today as in the past.

A challenge game of cribbage against the boys (Mr. Taylor and Stan Mathias), and the girls (Mrs. Hull and Mrs. Williams), was won by the boys. Bingo and darts added fun to the evening, following which a delightful supper was served. Everyone agreed with Mr. Taylor "it was a grand day and one I will never forget."

Ontario born, Norman Taylor started with Eaton's in the draperies. In 1920 he was appointed assistant in the dresses and furs then under the direction of the late Mr. O. B. Earle. Since then Mr. Taylor has had a wide experience in merchandising. In 1922 he was with Mr. E. Ireland in the dresses and in 1924 with Mr. W. K. Jamieson (now Toronto).

He opened the economy self-serve in 1927; headed the dresses, city and mail order, in 1929 and the economy self-serve again in 1938. Finally, upon the retirement of Mr. C. Stewart in 1939, Mr. Taylor took over the women's fur department.

Distinguished War Record—Modest and unassuming, Mr. Taylor has little to say about his war record. But to his everlasting credit, be it said that as a slender youth in World War I, he was awarded the Distinguished Conduct Medal which is the next highest decoration to the Victoria Cross. This for gallantry in the hell that was Arras. He also holds the Military Medal and Mons Star. For good measure he was gassed at Canal du Nord! Today Norm. battles with weeds in the garden or a golf ball in the sand traps.

Mr. and Mrs. Taylor have one son, Lorne, who shares in their anniversary honours "Which," adds Norm, "were topped off with a houseful of flowers."



The father of success is Work, the mother of success is Ambition. The oldest son is Common Sense. Some of the other boys are Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm, Co-operation. The oldest daughter is Character; some of her sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity, Harmony. The baby is Opportunity. Get acquainted with the old man; you will be sure to get along with the rest of the family.

WILLIAM W. MACLEOD

First Assistant, Mail Order Draperies

Eaton old-timers over the western network extend hearty congratulations to Mr. William W. MacLeod, first assistant, mail order draperies, who celebrated his 35th anniversary with the Company on April 22nd.

The department also honoured Mac with a presentation of a lovely picture which was presented on behalf of the staff, by Miss Georgina Ritchie. Mr. A. McFetridge and Mr. W. J. Agnew added their congratulations.

William MacLeod was born in the Old Country, is married and writes us that he has enjoyed his work and the companionship of other Eatonians through the years.

Artistically inclined, and a man of quiet tastes, painting and sketching are Mac's hobbies in his leisure hours. He also has a penchant for a good book.

Twenty-Six





Nice people, the Tempests . . . a typical Canadian family. As pictured here, they seem to exemplify the lines: "With glowing hearts we see thee rise—the true north strong and free . . . O Canada, we stand on guard for thee." Mr. and Mrs. Tempest (centre) with daughter Elaine and son Ronnie.



Lower left—Anniversary morn. Mr. Tempest at his desk. Note the big shaft of roses, the biography in cartoon of our hero's life, and at extreme left the camera—a "humdinger" presented by his admiring staff. Lower right—a glimpse of the staff dinner honoring Mr. Tempest. Standing in background, Myra Reid leads the close harmony.



MR. L. ALFRED TEMPEST

Group Manager, Departments 3 and 4

That genial personage—that "tall, dark and handsome" group manager of the laces, millinery, etc., mail order, Mr. Alf Tempest, reached his 35th anniversary with the Company on April 25th.

To honour him, over 60 Eatonians held a banquet at Andrew's Restaurant, Friday evening, April 23rd. Those present were the staff of departments 3 and 4 mail order and work-room. Also attending in large numbers, was department W203, of which Mr. Tempest was in charge during the war years.

Mr. R. B. Harding, supervisor, presided as chairman. Adding pleasure to the occasion was the presence of Mrs. Alf Tempest, accompanied by their daughter, Elaine, and son, Ronnie, all of whom were included in the felicitations.

Others who gathered to pay their tribute to the guest of honour were Mr. and Mrs. F. O. L. Wicks, Mr. and Mrs. A. R. Chalmers, Miss Joyce Hoskins and Mr. Billy Russell.

Many telegrams and congratulatory messages from Alf's numerous friends were read by Mr. Wicks. Warm tributes were also paid Mr. Tempest by Messrs. Lyle Christie, J. G. Murray and Billy Russell.

Mrs. Tempest, charming wife of the guest of honour and a former Eatonian also spoke, voicing her thanks to the gathering in a bright little speech.

Gift From Toronto Associates

On this occasion Mr. Tempest was also the recipient of a gift from a number of his close

friends and admirers in Eaton's, Toronto, presented on their behalf by Mr. Harding. This token was a handsome thermos ice container.

Alf's reply to the many eulogies and tributes was given with his usual quiet modesty and mellow humour.

A toast to Mr. and Mrs. Tempest proposed by Mr. Harding; a novelty debate in rhyme, in which the guest of honour was "unanimously re-elected" to lead his staff for a further 35 years—were sparkling highlights of the evening.

Staff Presents a Much-Coveted Camera

Mr. Tempest's anniversary gift of a much-coveted camera was presented the following morning in his department office. A lovely bouquet of roses from other Eastern friends also added pleasure to this occasion.

Miss E. Greene (department 4) made the presentation on behalf of her associates, stressing the staff's appreciation of Mr. Tempest's kindly administration of the departments. Alf's desk, too, was fittingly decked and included an illustrated "biography" of his career.

Sunrise Party

Not content with these celebrations, over the week-end some sixteen close friends headed with great glee by Dave Murray, caught Alf "napping" when they "barged in" with the bacon and eggs and staged a breakfast party at his home and thus his "big day" got off to a flying start!



Mr. Albert Wrigley (right) reads messages of congratulations. At left: Mr. John Laing, supervisor. Centre: A close-up of Albert. Right: Miss M. Kelly presents the lovely table lamp.

ALBERT WRIGLEY

Head of Department Lunch Room and Bakery Products

"Happy the man with a hobby," is the advice of experts and it particularly applies to busy men like Mr. Albert Wrigley who, on May 5th, celebrated his 35th anniversary of Eaton service. Right-hand man to Mr. John Laing, supervisor of 300 department, Albert Wrigley's many responsibilities include the direction of over 400 Eatonians.

A baker and confectioner by trade, he is also a skilled craftsman with tools and whiles away many a happy evening in his home workshop. With this in mind, the department made a presentation to Mr. Wrigley of a power drill to mark his anniversary.

In celebrating this happy event, the staff gathered in the grill room at store closing. Mr. Laing expressed the congratulations of all and stressed Mr. Wrigley's outstanding work for the department over the years. Presenting the power drill, Mr. George Fox, first assistant, told of his close association with Albert Wrigley for 27 years. This gift had been decided on, said George, when Mr. Wrigley had "worn out three pair of slippers in his nightly trek to use a neighbour's power drill."

A beautiful table lamp was another tribute presented by the department's senior staff member, Miss M. Kelly; and finally a large package of photographic equipment which was presented by another old-timer, Alex MacLaughlin.

Voicing his thanks, Mr. Wrigley did a bit of reminiscing—the years had been very pleasant "and I am happy to have worked with you all." Three cheers and a tiger ended this happy anniversary.

"LETTERS OF CREDIT"

Paging Mr. Harper!

From the famous industrial town of Motherwell, Scotland, comes a most interesting thank-you letter to Mr. Frank Harper (300 department). We quote the first paragraph:

"Dear Mr. Harper:

"The writer, Mrs. Mawer, sister-in-law to Herbert Haines (32), bought a wedding cake from you and had it shipped to Motherwell. I just wanted to write and tell you how very much we did appreciate the thought behind the action. The cake was not only lovely to look at, it was also lovely to eat. It was so very rich and cut easily without breaking, that the folk have said they had not tasted anything like it for years. I may have the opportunity of thanking you personally some day as I hope, if all goes well, to visit my folk in Canada at some time in the near future. . . ."

Will Mrs. McBeth, Mrs. Wells and Miss Hulme Please Take a Bow!

"I have just recently received delivery of a suit and coat purchased from your new Junior Misses' department, on which extensive alterations had to be made, owing to the fact that I am very small of stature. The fitter was a Mrs. McBeth, and she gave me such courteous and efficient service that I feel it should be brought to your attention. Despite the fact that the alterations were extensive and several fittings were required, Mrs. McBeth was at all times most patient and the results were most satisfactory.

"It would appear that the girl who did the actual sewing also took considerable pains to turn out a good job. While writing I must also mention the courtesy of Mrs. Wells, the saleswoman, and of Miss Hulme, who obliged once or twice by locating the garments when they were missing."

FRED McKENZIE

Head of Department,
Toys and Wheel Goods

"If you have nothing to do, don't do it here," is a motto above the desk of Fred McKenzie (mail order toys and wheel goods), and since he is head of his department, it is apparent that Fred obeyed the inscription!

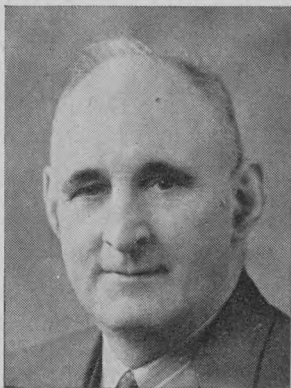
Fred completed his 35th anniversary with the Company on May 2nd, and on April 30th the department held a dinner in his honour at the Marlborough Hotel. Guests included Mrs. McKenzie, Mr. R. E. Stewart (supervisor), and Mr. and Mrs. R. O'Brien. Mr. W. Wilson read congratulatory telegrams from business associates and friends all over Canada. Presentation of a handsome initialled brief case was made to Mr. McKenzie by Mr. Stewart on behalf of the department. Mr. Stewart spoke of Fred's years of outstanding service and his genial manner that has won him many friends in the store, the mail order and in business circles.

Mrs. McKenzie thanked the gathering for her lovely bouquet of flowers, adding that the evening had been of special significance since it marked their 29th wedding anniversary!

Jack Stocks sang a number of Scotch songs (how did "When Irish Eyes Are Smiling" get in, Jack?) and led the community sing-song with Jimmy Carson lending able assistance on the piano.

Saturday morning Fred found his desk gaily decked with flowers and individual gifts from his many friends.

Fred McKenzie hails from our own Altamont, Manitoba. During World War I he served overseas with the Royal Winnipeg Rifles. Hobbies? "Well," says Fred, "did you know that I am a champion cribbage player?" Anybody like to challenge this statement?



At Left:
James Lockhart



At Right:
George Hewetson

JAMES LOCKHART

"Thirty-five years is a long time to look back," said Jimmy Lockhart (receiving room) when he reached his 35th anniversary with the Company on May 1st, and he added, "They were happy years for me!"

Friends and associates gathered in 132 office to honour Jimmy on his "big day." Mr. A. D. MacDonell thanked him for his faithful service over the years, and presented him with a handsome pipe, a gift from his associates.

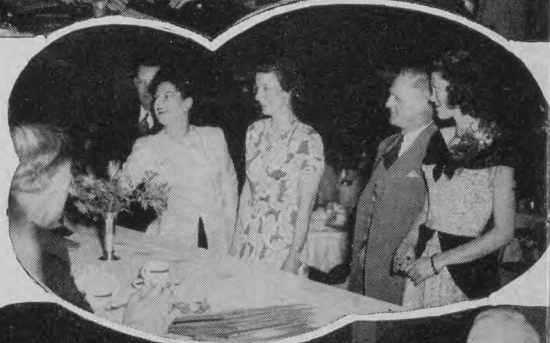
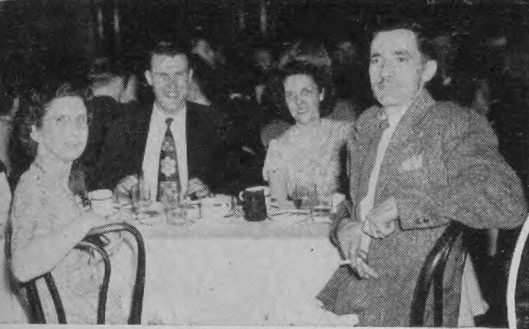
James H. Lockhart was born in Armagh County, Ireland, is married and has one son, Bill. A big Irishman with a big heart, Jimmy's many friends join us in saying "Congratulations!"

GEORGE HEWETSON (Saskatoon)

There was a lot of hand-shaking around the Saskatoon store on Friday, April 30th, and good reason, too, since it marked the 35th Eaton milestone of Mr. George Hewetson (first assistant, stoves, farm implements) Saskatoon.

Mr. Hewetson began the 35-year term with Eaton's, Winnipeg, in 1913, and when the Company opened the first mail order branch west of Winnipeg in 1916, George was one of the original staff to go to Saskatoon.

Winnipeg old-timers join with Saskatoon Eatonians in saying "Congratulations, George, and many happy returns."



Bowlers' Banquet and Dance

Long the biggest night of the year on the Eatonians' social calendar*, the Mixed Five-Pin Bowling League held their own May Day celebrations in the form of a wind-up banquet and dance at the Royal Alexandra Hotel on Saturday, May 1st. Nearly 400 bowlers sat down to a scrumptious turkey dinner and were joined later by 200 of their friends to fill in the top of the evening with dancing.

Genial George Firth presided and M.C.'d proceedings in his inimitable style. The head table guests were Mr. A. H. Young, mail order superintendent; Mr. W. L. Palk, assistant superintendent, and Mrs. Palk; Mr. and Mrs. J. Johnston, Mr. and Mrs. A. D. MacDonald, Mr. and Mrs. Les Gibson, Mr. and Mrs. W. E. C. Hurlburt and Mr. Dave Mackie.

In the only speech of the evening, President George recounted the more outstanding highlights of the season; calling upon some of the star performers to take a bow. He also mentioned the large number of substitutes used throughout the season and suggested to team captains, that in forming their teams next season, they should include some of the regular substitutes and drop any members who can't get out regularly.

He also noted in passing, the outstanding success of the "little green book" and agreed that it should be continued next year. George then thanked his executive for their keen support and hard work during the season.

Mr. Palk presented the league trophy to Al Krienke, captain of the champion King Pins, and statuettes to Barbara Kent, Dorothy McColl, Jean Tillison and Harvie Way, as recognition for winning the grand championship in 1948.

Mr. MacDonald then congratulated the four store teams who won divisional championships. They were the Hits and Misses, the Eagles, the Whiz Bangs and the Trotters.

Mr. Young followed suit for the mail order and presented the Sparklers, Wise Ones and Zoot Shooters with their prizes.

Mr. J. Kerr-Wilson supplied a very enjoyable break in the proceedings with his fine renditions of several old favorite songs. He was accompanied by his wife.

"Ye olde maestro" Tommy Laidlaw's grand ivory tickling pleased the entire assemblage, especially his rendition of the "Sabre Dance."

After the banquet the bowlers headed for the Crystal Ballroom to fill in a very enjoyable evening with dancing to the tuneful melodies of Irvin Plumm's orchestra.

*Excepting the annual dance at the Civic Auditorium.

—Bill Hogg.

* * *

Descriptions of Pictures on Facing Page

Top Row—Left: "Among those present." Right: Mr. A. D. MacDonald presents prizes to winners of Division 3. Left to right, Marj Kurz, Les Povey, Gertie Chatten and Bob Stacy.

Second Row—Left: Pick yourself out in this happy "round-table conference." Inset: President George Firth thanks his committee for a grand season. At right is Mrs. A. D. MacDonald. Right: The King!

Third Row—Circle: Mrs. W. L. Palk and Mrs. Les Gibson. Centre: "Good for the mail order," says Mr. Alf. Young, mail order superintendent, as he proudly presents Bill Adams and his team with the prize for Division 2. Right: Another gay group.

Fourth Row—Left: Harvie Way with his King Pins receives the grand champion trophy from Mr. W. L. Palk, assistant superintendent. Right: Fourth Division winners presented with prizes from Mr. A. D. MacDonald—left to right, Reg King, Miss Winnie Dersko, Kay Chisholm, Mrs. E. Howard and Alf. Beavis.

Fifth Row—Left: A section of the head table—left to right, Messrs. Dave Mackie and Jim Johnston, Mrs. W. E. C. Hurlburt, Mr. A. H. Young, mail order superintendent; Mrs. Jim Johnston, Mr. W. L. Palk, assistant superintendent. Right: Receiving the 7th Division prizes are winners (left to right) Jim Scott, Mickey McGuire, Carol Koslok, Elmer Freeman and Marg Patterson. (Missing from the picture is Bill King.)

Lower Row—Left: Some well-known faces here. Billy Russell (left) is daddy of them all. Right: Mr. A. D. MacDonald congratulates another winner, Elva Luff.

GRAND FORKS TEEN-AGERS GUESTS OF EATON'S

Looking smart as a whip in their maroon and grey uniforms, sixty teen-age boys and girls of the Central High School band, Grand Forks, N.D., were guests of the Company at a luncheon held in the assembly hall on Tuesday, May 18th. Also attending were members of the Gordon Bell High School concert party of Winnipeg. Mr. R. J. Fry presided.

At the head table were Mr. W. J. McKeag, Eaton's; Mr. L. M. Haesle, in charge of the Grand Forks party; Mr. O. V. Jewitt, principal; Mr. George Whitlaw, assistant principal, and Miss Jean Spence, director of music, Gordon Bell High School; Mr. Fraser, in charge of instrumental music for Winnipeg schools; Jeff Brett and Frances Jobin representing the Junior Executive and Junior Council, welcoming the young visitors.

Mr. Fry paid tribute to the American way of life. He urged a greater exchange of these

good will visits between the boys and girls of both nations. By this means they get to know each other better and acquire a broader knowledge of their neighbouring lands.

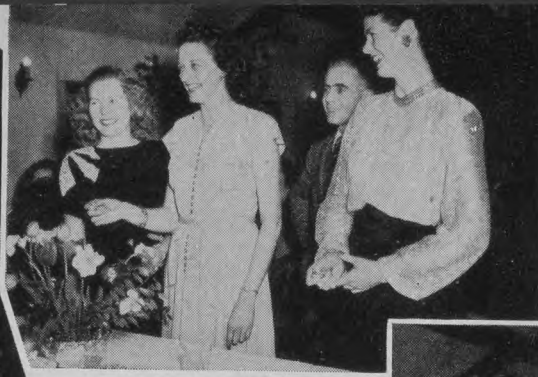
Mr. Whitlaw, acting for Mr. Jewitt, principal of Gordon Bell High School, also spoke briefly.

Mr. L. M. Haesle responded on behalf of the band.

Luncheon over, the Grand Forks boys and girls left for the Civic Auditorium where they gave a matinee concert.

* * *

Just a brief noon-day interlude? Perhaps—but as the luncheon ended and the gathering sang both "The Star Spangled Banner" and our own national anthem—many must have felt their pulses quicken with pride—here, truly, was an incident of democracy at work!



"5-7" Bowlers Stage Dinner and Dance

"We like Eliza, we like Eliza—
It's girls like her make men like us
Like girls like Eliza!"

Singing this intriguing "corn"—all ten verses of it (as popularized by The Happy Gang)—the wind-up dinner of the sales and expense offices gang, known as the "5-7" bowling league, got off to a merry tempo at the Edge-water Gardens on Wednesday evening, April 28th. President Ken Smith handled the controls with an engaging ease, obviously born of experience. With him at the head table were Mr. and Mrs. H. A. Steele, Mr. and Mrs. Bruce Sutherland and Mr. and Mrs. W. E. C. Hurlburt.

Between courses of a bang-up chicken dinner Tom Laidlaw gave out with the "Sabre Dance" and other piano numbers. Mr. Sutherland led the songfest, while impromptu talent sprang up all over the place. Special mention, however, goes to Elaine McKay, whose lovely lyric soprano in "The Girl That I Marry" drew demands for an encore. Louisa Maughan's "Rose of Tralee" also got a big hand. "Just a Wee Deoch and Doris," by Harold Steele and Isabelle Hanna, was again put over with its usual eclat.

President Smith reviewed the season with considerable pride, also naming the stellar bowlers—Jack Wood (818) and Norma Gorby (815).

As guest speaker, Mr. Bruce Sutherland paid a tribute to Mr. Scrivener and his kindly wisdom; referred to the value of healthy sports and friendly gatherings of the staff after work. Bruce also got in a plug for horseback riding, a pastime he now ardently pursues (whoa, there, Nicodemus!).

Prizes Aplenty!

Mrs. Sutherland did a charming job of presenting the prizes to team winners. The unavoidable absence of Honorary President Sam Metcalfe was greatly regretted by all. On his behalf, Mr. Harry Craik presented special prizes to the champion No Hows and to the popular and hard-working secretary, Edith Bower.

In addition to other gifts, a special prize went to Ken Smith for a grand job as president. Ron Parker made the presentation. Ken opened it gingerly, expecting a gag, but was delighted to find golf balls and a sweatshirt.

Mr. Harold Steele was then asked to present prizes to other outstanding players. One of these, "the girl with the most improved average," bore the name of Vera Morrow. It was accepted by Dorothy Whiteside on behalf of Vera, who is now with her father and mother in Germany. Her dad, Nick Morrow, well known to Eatonians, is with the allied control commission. (If you read this, Vera, you'll know we missed you!)

Dancing wound up a delightful evening among old friends!

WINNERS

No Hows—I. Greenwood, Nonie McKay, Elaine McKay, H. Kamecki, Mr. J. Bingham.

RUNNERS-UP

G. O. Joes—P. Porteous, M. Purdie, D. Day, F. Moodie, Mr. J. Wood.

Ladies' high, N. Gorby; men's high, Mr. J. Wood; ladies' high three, N. Gorby; ladies' most improved game, V. Morrow.

* * *

Descriptions of Pictures on Facing Page

Top Row—Left: The victorious No Hows, season's champions! Left to right: Joe Bingham (general office), Helen Kamecki (correspondence) I. Greenwood (correspondence), Eleanor McKay (760), Elaine McKay (telegraphs). Centre: "Who wouldn't take up bowling," says Ron Parker. This lovely trio, left to right, the two Shirleys, Baldwin and Gallagher, and Isabelle Hanna. Right: Bruce Sutherland lends that rich, powerful baritone in the community sing song.

Second Row—Left: A duet of prize winners—left to right, May White (city merchandise), Margaret Hutchison (300 office). Centre: Secretary Edith Bower receives a richly earned gift. Right: A trio of prize winners, Dorothy Whiteside, Edith Bower and Ethel Woodcock.

Third Row—Left: Ken Chalmer's charmers from the wages office receive their prizes; left to right, Norma Gorby, Marian De Brissay, Louisa Maughan, Marg Nicholl. Right: Jack Wood (men's high score), receives prize from Mrs. Bruce Sutherland. President Smith smiles approval.

Fourth Row—Left: Dorothy Whiteside is congratulated by Mr. H. A. Steele. Right: Jim Lindsay and his foursome of glamour gals, left to right, Phyl Brownrigg (carpets office), Dorothy Thompson (cost, decorating), Mary Sasky (expense office), Vera McCaw (general audit).

Lower Row—Left: Les Croft is flanked by a charming bride-elect, Marie Steele (Mr. Dailley's office), and that bowling whiz, Grace Irwin (mail order merchandise). Centre: Norma Gorby accepts her well-deserved prize. Right: A Wee Deoch and Doris as interpreted by Steele and Hanna wins a big hand.

Granddaddies' Girls!

The curly-haired "Eaton" beauty on the left is Maureen Catherine Ball, age 20 months. Granddad is Mr. Sam Hives (first assistant, paint shop). Mommy was the former Ella Hives (cash office).

Right This winsome little lassie is Linda, eight-month-old granddaughter of Harold Aseltine, formerly sporting goods. Daddy is Bud Aseltine (garage), and mommy was Nora Corbett (foodateria).





Girl Curlers Stage Brilliant Wind-Up

Gone are the days when we stayed at home alone,
Gone are the days when we didn't throw a stone,
Gone are the days when the bonspiels were for men,
Now we are out to win the cup and all we can.

I'm sweeping, I'm sweeping,
For my skip tells me to sweep;
I hear her gentle voice a-calling,
"Sweep! Sweep! Sweep!"

This is but one of the old songs the gals parodied in curling terminology for their merry dinner party and dance held in the Blue Room of the Marlborough hotel on the night of April 21st to wind up a most successful season. President Louisa Maughan and her committee spared no effort to make the evening a happy one, even to corsages for the head table.

Miss Maughan reviewed the season and its busy round of activities—the visits and return visits, the hospitality extended them by Fort Rouge rink, the social side of the club, and then thanked her executive charmingly (this Maughan gal certainly knows how to stand up and speak up!). "With 16 rinks now, and 200 girls signed up to play, we're looking forward to a record season next year," she added.

Honorary Membership for Mr. and Mrs. Scrivener

Past President Veronica Walsh also made a splendid address, in which she spoke of Mr. and Mrs. Scrivener's interest in the club as a symbol of friendship and sportsmanship. Veronica then read the inscription on an honorary membership in the club which was being mailed to our former superintendent and "Mother."

"Skirts were short and styles were long-waisted in 1927," said Mr. W. L. Palk, assistant superintendent, in a witty reference to the year the girls' curling club started. "Some wore beaded dresses," he reminisced, "hats were worn over the eyes, shoes were pointed, hair bobbed (some in the mannish bob). That was the year, too, that Lindbergh made his solo transatlantic flight, and the current hit was 'It Ain't Gonna Rain No Mo'. And now," said Mr. Palk, "you girls have stepped out of a romantic portrait."

Mr. A. D. MacDonell and Mr. Syd. Florence spoke of the club's growth and forecast a record season of curling next year.

Mrs. W. L. Palk then presented the championship trophy to Norma Gorby, and other prizes, after which, it was "on with the dance!"

Descriptions of Pictures on Facing Page

Top Row—Left: Head table, Mr. Syd. Florence, president, Men's Curling Club; Mrs. A. D. MacDonell, Mr. W. L. Palk, Miss Louisa Maughan, president, Women's Curling Club; Mrs. W. L. Palk, Mr. A. D. MacDonell. Right: George Douglas, songmaster.

Second Row—Left: President Louisa Maughan presents a prize to Bob Clarke. Right: You know everybody here.

Third Row—Left: Marje McKenzie (runner-up) receives her prize. Centre: Mrs. W. L. Palk presents Norma Gorby (skip) with the championship trophy. Right: Mrs. B. Davidson (nee Blanche Benson) (winner) accepts her prize.

Fourth Row—Centre: Kay Chisholm (skip of the runner-up team) accepts her prize. Right: Margaret Smewing (another winner) is congratulated.

Lower Row—Left: Bernice English (runner-up) receives congratulations. Right: Another group of old-timers—the men, of course!

Look's Like a Wedding—But It's a

"Happy Anniversary" Tribute to Mr. Ed. Martin

Since Mr. Ed Martin, group manager, men's clothing was in the east on his quarter-century anniversary (April 9th), the staff not to be outdone, held a "birthday" dinner party for the boss and his charming wife on April 23rd in the Blue Room of the St. Charles Hotel.



Top Picture—"Hail, hail, the gang's all here!"

Lower Picture—Mr. and Mrs. Ed Martin.



A huge birthday cake centred the table and with Mr. John Paterson presiding, a chicken dinner was served.

Speeches were barred, but you can't keep an Irishman from talking, so there were brief addresses by Messrs. J. McKeag, Lynde Best, H. Whitfield and Jim Drake. Responding, Mr. Martin reminisced about those distant days when, as a beginner in the grocery packing, he delivered a truckload of cheeses to the third floor.

On the entertainment side, Tom McBryde's powerful bass led the community singing; Tom Laidlaw added sparkling numbers on the piano while Joyce Farmer charmed with her vocal interpretation of "One Kiss" by Sigmund Romberg. All who were there voted it a grand evening!



MORE BRIDES ALL MAIL ORDER-ITES!

Top Row—Left: Elsie Slipetz (children's shoes, mail order) has a happy smile for the cameraman. Elsie will be married to Tony Kruk at St. Michael's Church on June 12th. Centre: C. Bell (jewellery, mail order) became the bride of W. B. Finn on April 30th. Right: Emelie Drobko (167) was married on May 8th at St. Andrew's Orthodox Church to Leonard Gennick.

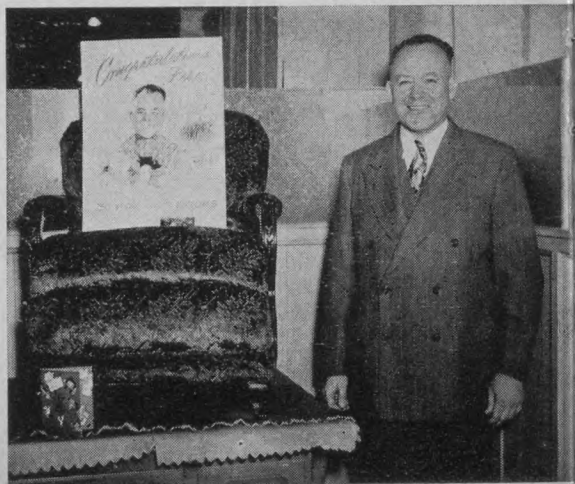
Centre—Cupid scored a hit in 122 department! Pearl Wentz and Bill Maskall are the happy couple who are to be married in the near future.

Lower Row—Left: Doris Query and Joan Strong (167) are brides-to-be in the picture. Married now, Doris is Mrs. Richard Nein, the wedding took place at St. John's Cathedral on May 1st. Joan was married to Albert Whittington on April 24th at the home of Rev. H. B. Duckworth. Right: Mary Houston (10) was married at All Saints' Church, on May 5th, to Douglas Holden.

Some pray to marry the man they love,
My prayer will somewhat vary:
I humbly pray to Heaven above
That I love the man I marry.

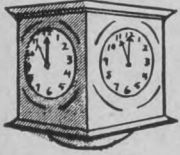
Percy McRae, head of department, mail order music, gives out with a big smile over the thought of sinking into that arm chair, a gift from the staff to mark his 30th anniversary with the Company on May 9th.

Thirty-Six





MAIN FLOOR



That proud "we've-got-the-winning-team-in-our-department" look comes from the books and stationery staff! The King Pins (team from 205) are the champions of Eaton's Mixed Five-Pin Bowling League.

Harvie Way, captain of this outstanding team, also has high single games and high three games for the Eighth Division. Members of the King Pins' team are Albert Krienke, Dorothy McColl, Barbara Kent, Jean Tillison and Harvie Way. Congratulations from all of us!

We're a little late with the news about the policeman who finally caught his gail!

Verna Blaikie (toys and wheel goods) received a lovely diamond on Easter from Andy Sheen of our Winnipeg Police Force, and now she has to promise to love, honour and obey the law!

Happy Birthday to You!

Genial Tommy Bennett (clock counter) celebrated his 60th birthday on Wednesday, April 28th. Mr. W. H. Matthews, supervisor, and staff, gathered to honour him on his big day and surprised him with a birthday cake complete with candles, and Miss Lord pinned a red carnation on the blushing Mr. Bennett.

May you continue to have good health for many years to come, Tommy!

* * *

"To My Other Maw . . . Love, Curly"

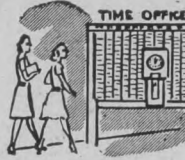
It doesn't happen every day! And Mrs. Hopkins (employees' lunchroom) tells us she was so overcome that she just had to tell Contacts all about it, and here's the story. . . .

It was the day before Mother's Day and the employees' lunchroom was filled with happy, talkative, busy Eatonians. Mrs. Hopkins was hurriedly filling plate after plate of hot dinners, when Carl McDonald (drugs) slipped a friendly arm around her shoulders and, placing a lovely box of chocolates in her hands, said: "These are for you, Mom;" and the card read "To my other Maw—love, Curly."

"I just can't tell you how much I appreciated that thoughtful gesture," Mrs. Hopkins told us. "I lost a boy in the war, and I am sure this lad's mother must be very proud of her son."

Mrs. Hopkins has served many, many Eatonians in the lunchroom, and this remembrance of Mother's Day from one of these, brought her untold happiness!

SECOND FLOOR



A presentation was held in the dress goods department on Wednesday morning, May 19th, for a very popular member of our staff. The occasion was Mrs. E. M. Thornton's departure on a four-month trip to her homeland, dear old Ireland. The management and staff presented Mrs. Thornton with a parting gift of a handbag and necklace and a lovely corsage of roses. Gifts from many personal friends also arrived on the scene. From the members of the staff and all your friends, Mrs. "T," we wish you "bon voyage."

* * *

THIRD FLOOR

Mr. D. Burns (poultry counter) recently was presented with a little gift for himself and one for Mrs. Burns, from a customer, and with them was the following note:



"Just a wee token of appreciation for your kindly, courteous service to me at all times. The T. Eaton Co. management are to be complimented on having good salesmen like you to run their business. God bless you and thank you very much."

Glad to see Mr. D. Burns, Mr. G. Woodward, Mr. H. Bentley and Mr. R. McBean are back again following their recent illnesses.

Mrs. R. Bell left the meat office on Friday, April 9th, and friends presented her with a silver choker.

Sorry to report Walter Bisset is absent again through sickness.

* * *

CASH OFFICE NEWS

By J. Eldred

Cupid has again visited our department, this time leaving a beautiful diamond on the finger of Pat Query, shopping service. Pat's bright smile is brighter than ever, these days. Best wishes and good luck to Charlie Doyle and Pat.

Our sympathy is extended to Mrs. Jean Bray, whose mother passed away Friday, April 30th. Also to Barbara Barkley, in the loss of her mother-in-law who died May 11th.

Reba Cameron has decided she prefers country to city life. She left us May 8th and has returned to her home at Roblin, Manitoba. What is the attraction, Reba?

Lil Borgford (nee Lil Thomsen) is the proud mother of a baby boy, Lawrence John, born on Thursday, May 6th, at Leslie, Saskatchewan. Our best wishes to the parents.

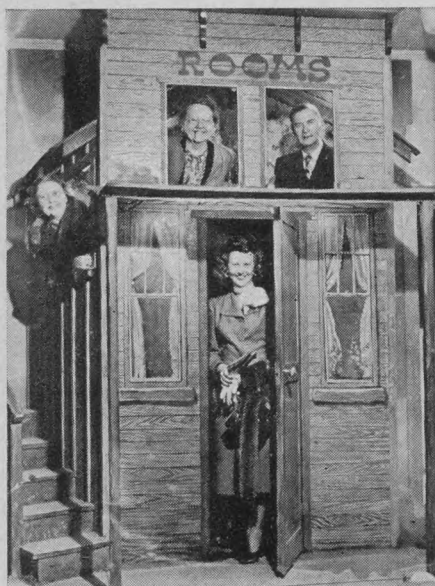
Audrey Thomas left work on Saturday, May 15th, to be married to William Dow. Mr. L. E. Summers presented Audrey with a gift of linen from the department. They are to be married at St. Andrew's Church, June 10th. The couple are planning to reside in Vancouver, B.C. The very best of luck and happiness to you both.

Miss Eileen Barr has chosen May 29th for her wedding day and the happy fellow is Norman E. Pound. The wedding is to take

CONTACTS

place in Broadway-First Baptist Church. They are going to Montreal, Toronto and Niagara Falls for their honeymoon.

Mr. L. E. Summers returned on Monday, May 10th from his vacation through various parts of the United States and British Columbia. By all accounts he seems to have had a marvellous time. Mr. Summers tells us it is no exaggeration that Earl Carroll's are the most beautiful girls in the world—but cheer up, gals, he personally thinks Canadian girls have it all over the Hollywood stars.



Mr. L. E. Summers had many pictures taken on his holiday, and this gag shot was snapped at Buena Park, California. Mr. and Mrs. Summers are shown on the "top" floor, Mr. Summer's sister on the second floor, and Joyce Benson, a niece (formerly of the D.A. office) is shown stepping out of the main floor of this quaint house.

Wise Saying: When people go to summer hotels for a change and rest, the bellboys get the change and the hotels get the rest.

* * *

FIFTH FLOOR



Congratulations are in order for Mr. and Mrs. W. Harris on the birth of a bouncing baby boy, James Michael, on April 7th. Mrs. Harris (nee Margaret Horne), is a former Eatonian of the camera counter.

A party was held for the children's shoes department at the home of Mr. W. G. Thomson, supervisor, and Mrs. Thomson. A tri-light lamp was presented to Bob Ramsay, a groom-to-be of April 17th. Mr. Thomson did the honours. Later in the evening Gordon McGregor presented Bill Harris with a carriage cover and pillow case. Dancing, games and lunch rounded out a grand evening of fun for all!

Thirty-Eight

The boys of 239 department held a stag for R. E. Ramsay at the home of W. C. Harris on Wednesday, April 14th, where Bob was the victim of a gag presentation.

Well, they finally did it! Who are we talking about? Lillian and Bob Ramsay, of course. They were married on April 17th in St. Boniface Cathedral Chapel. Lillian was formerly Miss L. Nolin of city advertising. Bob is the son of Mr. G. E. Ramsay, fire insurance. Congratulations, kids!

Mr. W. H. Boyd, one of our boys, did very well in curling this year, reaching the finals in the McGee Trophy event. He played third for Alex Stewart. Nice going, Holt.

At last! W239 engaged an evening with W39 mail. A bowling party, and prizes were given for high and low hidden scores. The evening was arranged by Mrs. M. Hunter. Thanks, Mary, for a very wonderful party!

We are happy to welcome back one of our favorite saleswomen, Miss Neill, who has been very ill. Glad to have you back, Scotty!

—By the Roaming Reporter of 239

Doreen Pitcher, of the juvenile department, left on April 29th for Dauphin where her marriage to Robert Johnston took place on May 17th.

On leaving the department, Mr. F. J. Barnsdale presented Doreen with a lovely bedthrow on behalf of her associates.

The girls entertained in Doreen's honour at a miscellaneous shower held at the home of Mrs. Tom McSpadden, formerly Jean Burton of the juvenile department.

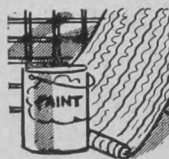
An evening of fun and frolic was thoroughly enjoyed by some of the guys and gals of the fifth floor children's department, on Wednesday evening, April 28th, at Jack's Place on Pembina Highway.

Novelty dances and door prizes added to the bang-up time. Thanks to Frank Boal, Andy Anderson and Earl McGregor for arranging this party.

* * *

SIXTH FLOOR

The carpets and linoleums department had the welcome mat out for two overseas visitors with a twirl of the tongue. Our Scottish friends, Mr. G. Barr of Blackwood and Morton firm, and Mr. J. Robertson of Barry, Ostlere and Shepherd, were enthusiastic in their praise of Canadian hospitality and friendliness.



Glad to see Mr. F. McGowan (carpets) back after his recent illness.

The department extends sincere sympathy to Daisy Ross (paints and pictures office) in the loss of her father who passed away May 11th.

Marriage resembles a pair of shears, so joined that they cannot be separated, often moving in opposite directions, yet always punishing anyone who comes between them.

—Monthly Moocher

GENERAL OFFICE NEWS

By Ruth Peterson

A popular member of the general office, Muriel Purdie, a bride-elect of May 3rd, was honoured at a dinner at the Homestead on April 30th. Muriel was presented with bedding, linen and a beautiful lace banquet cloth. The department gave her a set of travelling cases and a lovely vase. The store gift was Lady Hamilton flatware.

Muriel became the bride of Leonard McMurtrie on May 3rd, when they left for Trail, B.C. where they will reside for the summer months. Best of luck, Muriel and Len!

Betty Marks, who was with us for several months, left Friday, May 14th, for Dryden, Ont. Best of luck, Betty.

We are glad to welcome back Ivy Vale, Mr. Lovell, Mr. Walsh and Ron Russell after their recent illness.

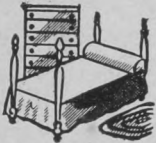
We extend our most sincere sympathy to Mr. Gill Bell on the loss of his father.

A dinner was held by the girls of the general office on May 13th, in the Rose Room at the Y.W.C.A., in honour of Joyce Clifford a bride-elect. The guest of honour was presented with revere ware and red and white kitchenware.

Our congratulations to Mr. and Mrs. Bruce Anderson, who are the proud parents of a nine-pound baby girl, Sally Ann.

* * *

SEVENTH FLOOR



The budget plan department gathered on May 13th to honour Ann Huppe, a bride-to-be. On behalf of the staff, Mr. Williamson presented Ann with an electric iron. Her wedding to Mr. William Hamilton took place Saturday, May 15th, at St. Mary's Church. We wish the newly-weds all the best!

Nice to see Dorothy Struthers back with us after her lengthy illness. We regret that Mavis Talbot is still on the sick list but hope she will be back soon.

On April 29th a group of the Women's Curling Club gathered at the home of Mrs. Haight to honour Mrs. W. H. Davidson (nee Blanche Benson) at a shower.

The guest of honour was presented with a steam electric iron and miscellaneous small articles so necessary around the house.

The guests numbered 16.

On May 12th, the girls of the wages office again entertained, this time for Miss Frances Murdoch, a bride-elect of May. A luncheon was held at the Homestead and the guest of honour was presented with an iron and a toaster.

Command Performance

Bill Andrews (carpets) and Mrs. Andrews (formerly Edna Williams of the employment office) were delighted to receive an invitation to the reception held May 1st, at Minto Armouries, for Viscount Alexander and Lady Alexander.

Bill, a veteran of World War II and awarded an M.I.D., was acquainted with Viscount Alexander overseas.

* * *

ELEVATOR UPS AND DOWNS

"A Fireman's Bride . . ."

Saturday morning, May 1st, Nellie Morawski left us to marry her fireman, Mr. Elmer Winarz. The wedding took place on May 8th in Holy Ghost Church. Mr. Murray presented Nellie with a gift on behalf of the elevator staff. We wish you both good health and happiness in the years that lie ahead.



Violet Hinkel left on May 8th to join the investigation staff. Mr. Jack Cheale presented Vi with a lovely necklace on behalf of the girls. Best of luck in your new job!

Agnes Reese, our regular reporter is on the sick list following an appendectomy. We all miss you, Agnes. Hope it won't be too long before you will be with us again.

Glad to hear Flo Mason and Olive Chysych are on the road to recovery.

Marguerite Hay was rushed to the hospital on May 12 for an emergency appendectomy. Best of luck, Marg.

* * *

PRINTING PLANT PATTTER

By B. Goulet

Bong! Bong! Again we hear the "silver tones" of two quarter-centuryites. Alex Mathieson (linotype operator) on April 30th, and Walter Paige (composer) on May 7th. On these occasions the co-workers of the composing and job press room presented Alex with an expansion bracelet for his wrist watch and Walter with a weather barometer.

Ode to Walter Paige

By M. Torrance

Twenty-five years for our "Contacts" man,
Who works as faithful as he can,
Assembling data for our Eaton book,
So the whole staff can get a look
Into what goes on from time to time;
Some in prose and some in rhyme.
The years have never brought him fame,
But we honour Walter just the same.
We like his smile, his cheery way,
The practical jokes he likes to play.
So—here's to you, Walter, honour and cheers
To carry you far in future years.

Glad to see Mrs. M. Rutherford back; also Tom Griffith. But still on our sick list are Fred Cam and Dave Lawson.

On April 29th Mr. Galloway paid us a visit from Penticton, B.C.

The department was deeply saddened by the passing of Dave Arnott, who endeared himself to us all by his quiet, pleasant personality and grand sportsmanship. Our heartfelt sympathy goes to Mrs. Arnott in her great loss.



Trotters—7th Division Winners
Top left, front row—Mary Paterson (205) "Mickey" McGuire (225), Carol Koslak (205). Back row—Bill King (captain, 205), Elmer Freeman (214), Jim Scott.

Sparklers—2nd Division Winners
Top right, front row—Mary Jones (12), N. Sigvaldason (72), E. Gatchell (1748). Back row—"Siggy" Sigvaldason (league treasurer, 212), Olie Westman (36), Bill Adams (captain, 118).

King Pins—Grand Champions—From the 8th Division
Lower circle, front row—Albert Krienke, Harvie Way (captain). Back row—Barbara Kent, Jean Tylison, Dorothy McColl, all of 205.



Zoot Shooters—6th Division Winners

Above, front row—Joe Leighton (captain, 32), Joe Chetle (29). Back row—Jean Heatley, Bella Dee, Jeanne Remillard—all of 29 dept.

Wise Ones—5th Division Winners

Below, front row—D. Millar (122c), Roy Lowe (captain, 122c). Back row—Ruth Paul (122c), Mary Thompson (116), Frances Blonski (116).



Eagles—3rd Division Winners
Above, front row—Les Povey (284), Bob Stacey (captain, 284). Back row—Marj Kurz (214), G. Chatten (22), Jean Epps (284).

Hits and Misses—1st Division Winners
Below, front row—Jack Collett (captain), Bob Clarke. Back row—Ann Anderson, Elva Luff, Nita Miller—all of 901 dept.



Whizz Bangs—4th Division Winners

Below, front row—Alf Beavis, Reg King (captain). Back row—E. Howard, C. Chisholm, W. Dersko (all of 209).





Seen and heard in the MAIL ORDER



By M. Ominski and T. Scott



Money returns: Department congratulations to Chrissie Burdennie, who received a beautiful diamond ring from Wally Borako on May 10th. Best of luck, Chrissie and Wally.

Rose Cowan walked in on the morning of May 17th with a lovely diamond on her third finger, left hand. Her future partner is Gordon Black from Vancouver. Good luck to you both.

May 3rd was an exciting day for Agnes Ritchie. She came into work with a beautiful diamond ring on that certain finger. The lucky man is Al Thorarinson. Our best wishes to both of you.

All the best to Jean Sywy who left on Saturday, May 8th, to wed Carl Dudar. Jean received a lovely table lamp, a bedroom chair, and a bon bon dish. We extend our best wishes to the young couple.

Department 113's entry in the local Spring bowling league is holding its own and one member, namely Dorothy Martin, is sporting a 241 average to date.

Auditing and packing: Terry Raiche received a lovely diamond ring from Lou Berube on May 13th. Best of luck, Terry and Lou.

On the morning of May 7th, Del Williams walked in with a beautiful diamond ring on that certain finger. The lucky man is Jimmy King, also of 122 department. Best of luck, Del and Jimmy.

Esther Engborg left on May 22nd to marry Howie O'Shaughnessy. The young couple will be married on May 29th at the Swedish Mission. On leaving, Esther was presented with a chest of flatware from the girls while the department gave her a breakfast set. Best of luck, Esther and Howie.

* * *

By S. Strom and J. Paton



Elsie Slipetz (children's shoes department) left us on Saturday, May 1st, to be married to Tony Kruk. The wedding will take place on June 12th at St. Michael's Church. We are all sorry to lose Elsie who has been with the department for the past four

and a half years.

On leaving, Elsie was presented with a lovely table lamp from the department and an assortment of gifts from her friends.

Our very best wishes to Elsie and Tony for a happy future.

By T. Cormie

On Saturday, April 17th, a banquet and dance was held at the Empire Chateau to wind up the Fifth Floor Bowling League for the 1947-48 season.

Before the gang sat down to dinner an election of officers was held to carry on for the coming season. The following were elected to office: Mr. Reg Prynne, president; Miss Jeanette Dougall, secretary; Mr. Stan Reshetka, treasurer.

Entertainment committee for the new season: Mr. T. Cormie, Miss Lillian Dinney, Miss Marie Thomas, Mr. James Stewart.

After this matter had been settled the gang then went to town on a steak dinner. Dancing, later in the evening, rounded out a wonderful wind-up.

The season prizes were presented to: Hot Shots, 1st; Dynamos, 2nd; Dodgers, 3rd.

By D. Hardiman and J. McNiven

On May 15th Gwen Moline left the sporting goods department to become Mrs. Jack MacArthur on May 21st. Gwen was presented with a torchiere lamp from the department. Lots of happiness to the happy bride and bridegroom and best wishes for their new home in Saskatoon.

The girls of the mail order sporting goods held a shower in honour of Gwen Moline, a bride-elect of May 21st, at the home of Dorothea Hardiman. Gwen was presented with a pair of blankets and several useful little articles.

Can anyone tell us why Chris McKenzie was wearing smoked glasses when she brought that diamond in? How about providing us all with a pair?

By W. Paget

In honour of Mrs. Mel Harkins, nee Betty McBean, the girls of the men's clothing department entertained at a noon-day luncheon at the Homestead, Monday, May 17th. Betty was presented with a pair of bedroom lamps.

When the girls and Betty arrived back in the department, Betty's desk was very nicely decorated and Mr. Dolan made a presentation of a pair of fluffy wool blankets from the staff.

Best wishes to you and Mel for lots of happiness.



Congratulations to the Zoot Shooters bowling team who won their division in the recent roll-off, receiving their share of the "dough" at the recent banquet. Good going, Shooters.

By F. Rogers

The staples department extends sincere sympathy to Miss Phoebe Field on the death of her brother, Mr. Poole Field, a well-known figure in the north-west for many years.

On Friday, May 7th, the staples department held a very successful bowling party at Wasson's Bowling Alleys. What the teams lacked in skill was made up in enthusiasm.

A feature of the evening was the presentation of many useful and amusing prizes. Refreshments were enjoyed at Moore's and the members of the department and their friends, agreed that the committee—Misses E. Anderson, E. Sim and Mr. Jim Torbet—had done a grand job.

* * *

By M. Pariseau and J. Johnston



Another bride from infants' and children's wear department. Mary Houston chose May 5th for her "big day," when she was united in marriage to Frank Douglas Holden. The bride was presented with a bridge set and kitchenware along with best wishes for continued happiness.

Greetings and best wishes for a speedy recovery to Lillian House and Evelyn Crossman who are away ill. Hope you will soon be back.

By J. McKendrick

Women's lingerie department said goodbye to another member of their staff. Miss Leta Stefan, who will become Mrs. Jack Duncan on May 22nd, was presented with a pair of woolen blankets and sheets on behalf of the department.

A dinner was also held in Leta's honour at the Homestead on Monday, May 10th, when the girls presented her with a pair of pictures for her new home.

Miss Alice Ford is recovering nicely from her accident. We hope she will soon be back with us.

* * *

By J. Baynes



On April 26th, Mr. and Mrs. Fred Pangman became the proud parents of a baby son, Dan Wilfred. Mrs. Pangman was the former Angela Ross, a popular member of 118A department. Our congratulations and a warm welcome to the tiny

stranger.

We are glad to report Sammy Murphy is coming along fine since his recent operation. Keep up the good work, Sammy, we are pulling for you.

The latest report of Ivy Lawson is that she is feeling much better and hopes to be back with us soon. We hope so too, Ivy, we miss you.

Several members of the Eaton's Men's Golf Club of 118 and 118A won their rounds in the initial tournament. Keep it up, boys, and you may win that old cup yet!

Forty-Two

By M. McDonald

Mail order correspondence: On April 24th, Gladys Binnie left the Company to take up a new position with the police department. On leaving she was presented with a travelling clock. We hope you will have success in your new job, Gladys.

A dinner was held on May 7th in honour of Adeline Kaiser at the Homestead where she was presented with flatware by her business associates. Adeline left on May 8th to become the bride of Jimmy Thompson (watch repairs), and upon her departure was the recipient of blankets from the department and many lovely individual gifts from her friends.

Adeline and Jimmy were married on May 15th in St. James United Church. Best of luck to the happy couple.

By D. Hunt

Cupid has been up to his old tricks in the mail order copying department again! Marie Page, Shirley Jones and June Freeland are all wearing that "diamond smile." Our best wishes to each of you.

Enes Lott said goodbye to her many friends Saturday, May 8th, when she left for Vancouver, B.C., to be married in the near future. A bedspread and linen were gifts from the department. Best of luck, Enes and George.

Olga Kaethler left Saturday, May 8th, to become the bride of Jake Doerksen on May 15th at Bethel Mission. Olga was presented with a bedthrow from the department and many other gifts from friends. Best wishes, Olga and Jake.

Phyllis Lewis was married on May 15th at St. Matthew's Church to Frank Knight also an Eatonian. Gifts from the department included blankets and an iron. Good luck, Phyllis and Frank.

By B. Stevens

Cash cage: We are pleased to welcome Anne Shamray back after her recent illness.

Our sincere sympathy is extended to Winnie Hamilton, on the death of her father, at Rokeby, Saskatchewan on May 11th. Also to Mary Damen on the loss of her grandfather.

By M. Greenwood

Eva Purdy gave a nice surprise to the mail order exchange department on April 26th, when she came in with a beautiful diamond. The lucky man is Vernon Wark, of Minnedosa.

Best wishes to you, Eva and Vernon.

Mail order salesroom: Emilie Drobko left on May 1st to be married to Leonard Gennick. The wedding took place May 8th at St. Andrew's Church. Emilie was presented with a lovely bedthrow from the department.

Doris Query was united in marriage to Richard Nein on May 1st at St. John's Cathedral. Doris was presented with a pair of woollen blankets from the department.

Myrtle Splett received a lovely diamond ring recently from Jim Field.

Our deepest sympathy is extended to Gladys Morris in the loss of her father, and also to Mrs. Rae in the loss of her brother.

Our best wishes to Joan Strong (mailing list) who was married on May 1st to Albert Whittington. The department presented her with twin bedroom lamps.

PLAY BALL—Eaton's Fastball League

The league was opened officially on May 26th, but more about that in the next issue. Our fastball league is composed of 14 teams this season. It is made up of eight boys' teams in two divisions of four teams each, and a girls' division of six teams.

Games are played on Monday, Wednesday and Friday of each week and start at 7 p.m. The schedule will be completed after Contacts has gone to press, but it will be in the hands of the team managers shortly after the opening game.

We are short of diamonds this year, so all our games cannot be played at Sargent Park. Further announcement on this later on.

All clubs are taking full advantage of the nice weather and are busy with practices.

Unattached players desiring to play should get in touch with Miss W. Leach, department 115, who will endeavour to place them on teams.

Keystone Comments

Ab. Watson, long a favourite in our league, will be missing for two months. He and "the missus" are going south to enjoy that quarter-century holiday. Good luck to you both!

Jets, in the girls' division, are at it in real earnest these nights.

Recs are a new entry in the girls' division. Maybe a dark horse?

All clubs are looking for players in the boys' A and B divisions, also the girls' divisions, so come on, players, get busy!

All for now. Watch next month's issue.—Dot Chambers.

A ring for Ringell! Margaret Ringell (mailing list) received a lovely diamond recently. Best wishes from the department, Marg.

* * *

By H. Fotheringham



The time: 5 p.m.—the place: the Bowladrome—the occasion: the interdepartmental (notions and fancy goods) bowling competition. And what a competition it turned out to be as six teams fought for the prized silver?? trophy. After the tumult

and din had subsided, the winning team was proclaimed, led by head of department, Mr. J. W. Aker, with the Misses M. Elder, O. Eldred, A. La Flamme and J. Bremner staunchly supporting. The prize for the hidden score went to G. Chatten and the booby prize, wrapped in layers of paper, was won and opened in true spirit by B. Wright. What a wonderful evening!

The girls of the notions department held a farewell dinner party at the Homestead, April 28th, in honour of Mrs. Lewis (formerly Martha Williams), a former business associate, who is leaving with her husband to make their home at the Pacific Coast.

Mrs. Thompson (nee Ruby Woods) another ex-member who is visiting her mother with her baby daughter, is now returning to her home in Toronto.

We wish both girls every happiness in their new homes and hope to see them again in the not too distant future.

By N. Robson

Miss Clarice Bell (mail order jewellery) left to be married April 20th. Prior to her leaving, Mr. R. Robertson, head of department, presented Clarice with a floor rug on behalf of the staff, along with some spicy comments of good wishes for her future.

Clarice also received a pair of woollen blankets and pillow cases from her associates in mail order complaints department. An electric iron from the girls in the jewellery department and many other useful gifts from friends throughout the mail order. Best of luck, Clarice.

Doris Morgan Wins Gold Cord For Guiding

Doris Winnifred Morgan, 17-year-old daughter of Jack Morgan (receiving room), won the highest award presented to a Girl Guide for all-round proficiency—the Gold Cord. Doris is a member of the 23rd Guide Company and brought the first Gold Cord to the St. John-West Kildonan district.

Mrs. J. N. Semmens, provincial commissioner, made the presentation at the annual mother and daughter banquet.

Doris is an all-round athlete and has won all her diplomas for swimming. She is attending business college at present. Doris has worked part time in the millinery department of our store. Our sincere congratulations, Doris!

By N. Robson.

There was fun and frolic on Friday, April 30th, at the Norwood Credit Union Hall, when departments 15 and 17 held their springtime get-together party.

Paul Reimer added zip to the evening by putting on a Hindu act (as shown in the picture). What do you call that special dance, May? Will you give us some lessons sometime?

Phyl. Thompson and Kay Wells, assisted by Mrs. Sam Morton and Edith Wells, served up a grand lunch and everyone agreed it was a wonderful party.



CONTACTS

Published monthly by
THE T. EATON CO. LIMITED
 of Winnipeg, Manitoba, for distribution to the
 Co-workers of the Organization

Vol. 13 JUNE, 1948 No. 5

Editor: W. E. C. HURLBURT
 City Advertising



"THANK YOU, CALGARY!" SAYS JACK NEWTON

You don't have to be a lake captain to rate a new hat in Calgary.

When our genial fire chief, Jack Newton, happened to be in Calgary on his birthday, March 3rd, his associates in the Alberta city pulled a delightful surprise. Headed by Mr. Dave Milligan, they presented Jack with a new hat! It even had Jack's initials inscribed on the inside and was decked with a natty feather!

Nice gesture, gentlemen, and is Jack proud of that new "lid!"

Eaton Badminton Club

On April 27th, the Eaton Badminton Club (playing at the Winnipeg Badminton Club) held their wind-up at the Main Street Chicken Inn. A grand gang turned out to the dinner after which they met at the Mall Bowling Alleys to complete an evening of fun.

We are looking forward to a bigger and better turnout next year, so if interested, watch for information in your August Contacts.

Boy—Mother, this says that in the ocean the big fish eat up the little sardines. Is that true?
 Mother—Yes, I believe it is.
 Boy—How do they open the tins?

Harry Bourke Passes

The death of Mr. Harry Bourke, who passed away suddenly at Toronto on Saturday, May 15th, will be mourned by both Eastern employees of the Company and many Eatonians of the western branches who regularly visit the East.

Mr. Bourke, who recently retired after 38 years with the Company, was a member of the original western buying office at Toronto. He was responsible for arranging hotel reservations and transportation, and in this capacity won the respect and affection of all Eaton buyers away from home.

* * *

Mrs. Sarah George

The heartfelt sympathy of the city advertising staff goes out to Miss May George in the loss of her beloved mother, Mrs. Sarah Mina George, who passed away on Wednesday, May 26th, after a long illness.

"She certainly is polished, don't you think so?"

"Yes, everything she says casts a reflection on someone." —"Monthly Moocher"

* * *

Living quarters are scarce but isn't the reason some men are in the dog house.

—Lees "Bulldog"

IN THIS ISSUE:

	Page		Page
"Why We Need a New Children's Hospital".....	Inside Front	Shoe Measuring, Past and Present.....	13
You, Too, Are a Host or a Hostess.....	1	"And So They Were Married".....	14, 15
Congratulations, Your Worship!.....	2	Welcome to the Eaton Quarter-Century Club	16-21
Roger Harding Addresses Assistants.....	3	Elevator Fiesta	22, 23
Operation FLOOD	4, 5	Inspector Cheale Has 40th Anniversary....	24
Eaton Horses at Brandon Exhibition.		35th Anniversaries	25-29
Safety Week	6	Bowler's Big Night.....	30, 31
So Long, Peacock!.....	7	"5-7" Bowlers Stage Final Fling.	
Junior Councillors Present: "Clothes for Summer." Eaton Men win Top Prizes in Advertising Course.....	8, 9	Granddaddies' Gals!	32, 33
Mr. S. H. Williams Gives Travelogue.....	10	Women's Curling Wind-Up.....	34, 35
"Pacific Soundings"	11	More Brides—All Mail Orderites!.....	36
Staff Superintendent's, Welfare Offices Honour Brides-to-be	12	Around the Store.....	37-39
		Our Bowling Champs.....	40
		Seen and Heard in the Mail Order.....	41-43

Journey's End

"Death seems but a covered way which opens into light."—Whittier

DAVID NICHOL ARNOTT

David Nichol Arnott, a well-loved member of the Eaton printing plant, and widely known in western golf circles, passed away on May 2nd, after three months' illness. Born in Burntisland, Fifeshire, Scotland, he was 52 years of age.

During World War I Dave was a member of that famous Imperial Regiment—the Royal Garrison Artillery, and suffered wounds while serving in France and Belgium.

A consistently fine golfer, Mr. Arnott won the Manitoba Amateur Golf Championship in 1937 and again in 1938.

Surviving are his widow, the former Ada Craig, who was also a member of our printing plant, and one brother in Detroit, Mich.

Dave was laid to rest on May 5th, a large number of Eatonians and friends from every walk of life attending the service to pay their last respects to a grand golfer, a firm friend and a gallant gentleman.



REES JONES

It is our sad duty to report the death of Mr. Rees Jones, a member of 300 department, who passed away on April 19th after a long illness. He was 56. Born in England, Mr. Jones was a baker by trade and came to Eaton's 19 years ago.

Rees Jones had a kindly manner that endeared him even to those who knew him but slightly and he will be especially missed by his fellow workers in the Eaton kitchen. Rees liked people and in his earlier years took an active interest in community affairs.

Surviving are his widow, a son, Ronald at Flin Flon, and two daughters, Bernice, at home, and Mrs. Wardell.

GUSTAV HUHTALA

Our sincere sympathy is extended the family of Gustav Huhtala (meat department) who passed away on April 23rd. Born in Finland, Mr. Huhtala was 52 years of age.

He served in World War I and was overseas for two and a half years with the Army Service Corps during World War II. Joining the meat department in 1938, Mr. Huhtala will be greatly missed by his many friends.

Surviving are his widow and four daughters.

**To all our fellow Eatonians who recently lost someone dear to them
we offer our deepest sympathy**

IN THE LOSS OF A MOTHER

Mr. W. B. Pickard
Mr. John Pickles (draperies)
Mr. T. Anderson (china)
Mr. J. Bowman (carpenters)
Mrs. M. Seaman (mail order money returns)
Mr. T. Griffiths (printing plant)
Mrs. J. Bray (cash)
Mr. A. Smith (women's shoes)
Miss M. MacFarlane (foodateria)
Miss K. MacFarlane (laces and neck-
wear) [wear]

IN THE LOSS OF HER HUSBAND

Mrs. A. Arnott (mail order packing)

IN THE LOSS OF A FATHER

Miss L. Peterson (books and stationery)
Miss G. Morris (mail order sales room)
Mr. G. Bell (general office)
Mrs. Dorothy Webb (children's shoes,
mail order)
Mr. B. Sorby (caretaking)
Miss M. Ross (contract accounts)

IN THE LOSS OF A BROTHER

Mrs. M. Rea (mail order sales room)
Mrs. E. Kliewer (women's dresses)
Mr. A. Knight (delivery office)
Miss P. Field (mail order linens)

IN THE LOSS OF A SISTER

Mrs. Myslawchuk (women's dresses)



Please!

From his hospital cot little Joe says: **Please**

Support the Children's Hospital \$1,500,000 Building Fund!

The minimum cost of a hospital adequate for the needs of this area will be \$1,500,000. This money must be raised by popular subscription. Your generous support of this all-important cause is urgently required.

THE T. EATON CO. WINNIPEG	LIMITED CANADA
---------------------------------	-------------------